

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 29, 1985

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DYNASTY#	28.1	24,140
2	BILL COSBY SHOW	27.6	23,710
3	FAMILY TIES	25.1	21,560
4	SPECIAL MOVIE PRSNT-SUN(S)	24.5	21,050
5	AMAZING STORIES#	22.0	18,900
6	CHEERS	21.9	18,810
7	KNOTS LANDING#	21.8	18,730
8	HOTEL#	21.3	18,300
9	MIAMI VICE	21.1	18,120
10	GOLDEN GIRLS	20.8	17,870
10	60 MINUTES	20.8	17,870
12	ALFRED HITCHCOCK PRESENTS#	20.2	17,350
13	HIGHWAY TO HEAVEN	19.9	17,090
13	NIGHT COURT	19.9	17,090
15	A TEAM	19.6	16,840
16	DALLAS	19.1	16,410

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	22.9	51,460
2	FAMILY TIES	20.0	44,950
3	AMAZING STORIES#	19.5	43,760
4	DYNASTY#	19.0	42,740
5	ALFRED HITCHCOCK PRESENTS#	17.3	38,740
6	MIAMI VICE	15.9	35,710
7	SPECIAL MOVIE PRSNT-SUN(S)	15.8	35,570
8	CHEERS	15.3	34,430
9	GOLDEN GIRLS	14.5	32,570
10	KNOTS LANDING#	14.4	32,250
11	A TEAM	14.2	31,860
12	FACTS OF LIFE	13.9	31,120
13	HIGHWAY TO HEAVEN	13.8	30,870
14	NIGHT COURT	13.7	30,770
15	TWILIGHT ZONE#	13.5	30,350
16	60 MINUTES	13.3	29,910

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DYNASTY#	26.7	23,930
2	BILL COSBY SHOW	24.6	22,010
3	SPECIAL MOVIE PRSNT-SUN(S)	23.1	20,730
4	FAMILY TIES	21.8	19,490
5	KNOTS LANDING#	21.0	18,840
6	HOTEL#	19.5	17,500
7	AMAZING STORIES#	19.1	17,110
8	CHEERS	17.9	16,060
9	GOLDEN GIRLS	17.8	15,980
10	DALLAS	17.8	15,930
11	MIAMI VICE	17.7	15,870
12	HIGHWAY TO HEAVEN	17.2	15,410
13	ALFRED HITCHCOCK PRESENTS#	17.1	15,320
14	NIGHT COURT	16.8	15,080
15	MURDER, SHE WROTE	16.8	15,060
16	NBC MONDAY NIGHT MOVIES	16.5	14,770

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NFL MONDAY NIGHT FOOTBALL	19.4	15,650
2	AMAZING STORIES#	18.0	14,530
3	MIAMI VICE	17.6	14,250
4	60 MINUTES	16.9	13,620
5	BILL COSBY SHOW	16.7	13,510
6	ALFRED HITCHCOCK PRESENTS#	16.3	13,150
7	ABC NFL FTBL SPECIAL-THU(S)	15.4	12,450
8	NBC SUNDAY NIGHT MOVIE	15.3	12,380
9	SPECIAL MOVIE PRSNT-SUN(S)	15.2	12,300
10	DYNASTY#	15.1	12,210
11	NFL FOOTBALL GAME 2-NBC#	14.8	11,960
12	A TEAM	14.4	11,660
13	FAMILY TIES	14.0	11,340
14	SPECIAL MOVIE PRSNT-MON(S)	13.4	10,820
15	TWILIGHT ZONE#	13.4	10,810
16	CBS NFL FOOTBALL GAME 2#	12.8	10,310
17	KNOTS LANDING#	12.5	10,140
18	MURDER, SHE WROTE	12.4	10,010

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 29, 1985

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DYNASTY#	27.9	15,750
2	BILL COSBY SHOW	24.6	13,900
3	AMAZING STORIES#	23.1	13,040
4	FAMILY TIES	22.9	12,950
5	ALFRED HITCHCOCK PRESENTS#	21.6	12,200
6	KNOTS LANDING#	21.0	11,890
7	MIAMI VICE	20.8	11,740
8	CHEERS	18.6	10,520
9	SPECIAL MOVIE PRSNT-SUN(S)	18.1	10,200
10	HOTEL#	17.7	9,990
10	MOONLIGHTING#	17.7	9,990
12	NIGHT COURT	17.5	9,910
13	NBC MONDAY NIGHT MOVIES	17.2	9,710
14	TWILIGHT ZONE#	16.9	9,550
15	FACTS OF LIFE	15.6	8,830
16	KATE & ALLIE#	15.3	8,670

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SPECIAL MOVIE PRSNT-SUN(S)	34.7	9,520
2	DYNASTY#	26.1	7,170
3	MURDER, SHE WROTE	25.8	7,090
4	BILL COSBY SHOW	24.8	6,820
5	HIGHWAY TO HEAVEN	24.8	6,810
6	GOLDEN GIRLS	24.3	6,680
7	DALLAS	24.0	6,580
8	HOTEL#	23.8	6,530
9	60 MINUTES	23.4	6,410
10	KNOTS LANDING#	22.6	6,210
11	SPECIAL MOVIE PRSNT-MON(S)	21.9	6,000
12	BOB HOPE BUYS NBC(S)	21.7	5,970
13	227	20.4	5,600
14	FACTS OF LIFE	19.9	5,460
15	FAMILY TIES	19.5	5,350
16	LOVE BOAT#	18.8	5,160
17	CBS TUESDAY NIGHT MOVIES#	18.5	5,070
18	SCARECROW & MRS. KING	18.4	5,040

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	AMAZING STORIES#	20.4	11,210
2	NFL MONDAY NIGHT FOOTBALL	19.9	10,910
3	MIAMI VICE	19.6	10,760
4	ALFRED HITCHCOCK PRESENTS#	18.7	10,280
5	NBC SUNDAY NIGHT MOVIE	16.6	9,120
6	BILL COSBY SHOW	15.7	8,620
7	DYNASTY#	14.6	8,020
8	TWILIGHT ZONE#	14.6	8,000
9	NFL FOOTBALL GAME 2-NBC#	14.3	7,860
10	ABC NFL FTBL SPECIAL-THU(S)	14.1	7,760
11	FAMILY TIES	13.9	7,650
12	A TEAM	13.8	7,570
13	KNOTS LANDING#	13.0	7,110
14	60 MINUTES	12.5	6,870
15	CHEERS	12.5	6,840
16	CBS NFL FOOTBALL GAME 2#	12.3	6,760

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SPECIAL MOVIE PRSNT-SUN(S)	27.3	5,670
2	60 MINUTES	27.1	5,620
3	SPECIAL MOVIE PRSNT-MON(S)	24.9	5,170
4	MURDER, SHE WROTE	21.3	4,430
5	BOB HOPE BUYS NBC(S)	19.9	4,130
6	GOLDEN GIRLS	18.8	3,910
7	BILL COSBY SHOW	18.7	3,890
8	NFL MONDAY NIGHT FOOTBALL	18.2	3,780
9	DALLAS	18.1	3,760
10	227	17.1	3,540
11	A TEAM	16.9	3,510
12	DYNASTY#	16.9	3,500
13	ABC NFL FTBL SPECIAL-THU(S)	16.4	3,410
14	HIGHWAY TO HEAVEN	15.8	3,280
15	20/20#	15.7	3,250
16	NFL FOOTBALL GAME 2-NBC#	15.4	3,200
17	HOTEL#	15.4	3,190
18	HELL TOWN	14.6	3,040
19	NBC ALL-STAR HOUR(S)	14.5	3,000
20	CBS EVENING NEWS-RATHER	14.4	2,980

(1) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

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ERRATA NOTICE

Audience estimates for CBS Morning News 2 and As The World Turns, September 23-27, 1985, are incorrectly reported on grid pages A-21 and A-23. Data for these programs are correct in all other tables in this report.

CBS Morning News 2

3,870	
4.5	
3,010	
3.5	
15	
3.4	3.6

As The World Turns

7,040			
8.2			
5,330			
6.2	6.1		6.4
22	21		23
6.1	6.2	6.4	6.4

Audience estimates for Dallas, September 27, 1985, are incorrectly reported on grid page A-11. Data for this program are correct in all other tables in this report.

Dallas

25,080

29.2

20,530

23.9

38

22.0

22.6

35

23.3

23.8

24.0

37

24.2

24.6

24.7

40

24.9

24.5

24.2

39

23.8

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EXPLANATION OF SYMBOLS APPEARING ON DATA PAGES

□	For definitions of Program Types abbreviations, see page E.
#	Telecast only one week.
(B)	Breakout, see page B and E.
(R)	Repeat, see page B.
(S)	Special or Preempting program, see page C.
(SD)	Short Duration (10 minutes or less) See Other Programs section, page A-38.

<<	Below Minimum Reporting Standards, see page F.
>	For individual days, times and durations, see PAE (ALPHA).
Λ	Relative error 25-49%, see page F.
V	Relative error 50% or more, see page F.
~	Multi-Segment Telecast, see page D.
(SUS-OP)	Sustainer, see OP pages.

(SUS)	Sustaining program.
(OP)	See Other Programs section: page A-38.
LT	Less than 50,000 projected persons, or below NAC minimum reporting standards. See page F.
(→ OP)	For rem. ratings, see OP pages.
(→ GRID)	For rem. ratings, see GRID pages.
*	Half-hour ratings (for immediately preceding and subject quarter-hours).

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E	Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)											
															TOTAL	18-34	WOMEN 18-49			25-54	35-64	55+	TOTAL	18-34	MEN 18-49			25-54	35-64	55+	TOTAL FEM.	TOTAL M.						

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11		
EVENING CONT'D																																		
ABC SPORTS UPDATE-SUN										46	204	199	A 13.8	21	1185	1954	711	373	856	379	567	461	328	246	643	270	448	412	266	174	213	143	242	164
1 SUN. 9.09P 1 ABC SN										96	93	B 14.2	22	1220																				
2 SUN. 8.29P 1																																		
ABC SUNDAY NIGHT MOVIE										1	210	A 16.0	25	1374	1716	752	383	885	384	565	494	344	271	536	210	376	332	271	132	155	100	140	77	
2 SUN. 9.00P 136 ABC FF										99		B 16.0	25	1374	1716	752	383	885	384	565	494	344	271	536	210	376	332	271	132	155	100	140	77	
9.00 - 9.30												A 15.4	23	1323	1823	743	400	883	378	562	488	342	276	557	198	355	314	292	171	168	117	215	136	
9.30 - 10.00												A 16.6	24	1426	1763	762	408	902	405	571	505	349	277	534	190	343	309	286	164	169	119	158	89	
10.00 - 10.30												A 16.4	25	1409	1722	801	386	926	387	587	527	376	285	516	203	363	326	253	125	158	97	122	58	
10.30 - 11.00												A 15.3	24	1314	1639	760	381	882	386	572	503	327	259	517	215	392	343	253	100	149	87	91	50	
11.00 - 11.30												A 16.7	31	1435	1530	635	300	765	335	479	413	291	232	557	259	449	387	269	75	121	69	87	35	
ABC WORLD NEWS TONIGHT										240	202	206	A 10.4	21	893	1540	711	267	782	186	375	348	367	351	562	176	308	276	255	212	64	27	132	100
M-F 6.30P 30 ABC N										98	99	B 10.4	20	893																				
ABC WRLD NEWS TONIGHT-SUN										41	158	156	A 6.2	13	533	1587	704	206	800	192	393	323	332	395	662	179	311	219	281	326	99	99	26	LT
SUN. 6.30P 30 ABC N										82	82	B 7.3	15	627																				
AIRWOLF										8	199	207	A 10.5	19	902	1876	626	202	693	257	432	368	336	231	647	205	434	416	337	178	249	77	287	196
SAT. 8.00P 60 CBS A										98	99	B 8.0	17	687																				
8.00 - 8.30												A 10.0	19	859	1880	624	210	696	277	438	372	316	226	633	197	421	402	337	173	243	81	308	203	
8.30 - 9.00												A 10.9	19	936	1876	629	195	694	244	429	366	354	236	658	210	444	433	340	180	254	72	270	191	
ALFRED HITCHCOCK PRESENTS										1	204	A 20.2	30	1735	2233	793	392	882	467	704	618	353	136	759	346	594	574	364	113	342	161	250	171	
2 SUN. 8.30P 30 NBC SM										99		B 20.2	30	1735	2233	793	392	882	467	704	618	353	136	759	346	594	574	364	113	342	161	250	171	
AMAZING STORIES										1	204	A 22.0	34	1890	2315	819	368	905	469	689	616	357	155	769	338	595	571	375	123	278	163	363	245	
2 SUN. 8.00P 30 NBC GD										99		B 22.0	34	1890	2315	819	368	905	469	689	616	357	155	769	338	595	571	375	123	278	163	363	245	
AMERICAN PORTRAIT										119	200	199	A 13.4	20	1151	1651	766	336	896	298	495	428	407	340	529	184	321	289	269	170	80	29	146	104
1 TUE. 9.33P 1 CBS DO										97	99	B 14.4	23	1237																				
1 THU. 8.58P 1																																		
2 M & TU 8.58P 1																																		
2 THU. 8.45P 1																																		
BILL COSBY SHOW										48	209	208	A 27.6	44	2371	2170	832	383	929	347	586	523	419	289	571	241	365	332	248	165	256	133	414	288
THU. 8.00P 30 NBC CS										99	99	B 23.1	38	1984																				
BOB HOPE BUYS NBC(S)											204	A 18.2	29	1563	1656	749	249	803	230	372	357	339	383	588	192	292	261	221	265	113	52	152	110	
1 TUE. 9.30P 60 NBC CV										99		A 19.2	29	1649	1729	754	258	808	242	391	366	343	369	600	206	315	284	228	254	133	66	188	129	
9.30 - 10.00												A 17.1	28	1469	1575	746	238	802	216	355	349	340	399	574	175	263	238	214	276	88	35	111	89	
10.00 - 10.30																																		
CAGNEY & LACEY										39	208	A 13.8	24	1185	1438	764	359	890	293	469	414	400	355	444	123	266	294	240	148	83	32	21	21	
1 MON. 10.00P 60 CBS OP										99		B 15.8	26	1357																				
10.00 - 10.30												A 13.8	22	1185	1462	754	365	888	313	476	409	380	347	457	126	273	296	245	154	98	44	19	19	
10.30 - 11.00												A 13.8	25	1185	1402	769	350	886	272	457	415	417	362	430	122	258	287	233	143	65	20	21	21	
CBS EVENING NEWS-RATHER										240	207	208	A 11.9	24	1022	1521	704	294	791	162	335	320	359	404	572	111	243	240	290	291	75	29	83	47
M-F 6.30P 30 CBS N										99	99	B 12.5	24	1074																				
CBS EVENING NEWS-SUNDAY										1	167	A 7.4	15	636	1483	720	267	764	171	281	245	328	397	684	215	337	255	300	316	27	LT	8	8	
2 SUN. 6.00P 30 CBS N										83		B 7.4	15	636	1483	720	267	764	171	281	245	328	397	684	215	337	255	300	316	27	LT	8	8	
CBS SATURDAY NIGHT MOVIE										7	203	208	A 11.5	20	988	2101	691	312	835	389	635	467	351	160	759	299	574	509	388	141	304	124	203	128
CONT'D																																		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																										
														VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																												
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)																
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11															
EVENING CONT'D																																										
CBS SATURDAY NIGHT-CONT'D																																										
SAT. 9.00P 120 CBS FF 98 99																		B	8.7	17	747	2092	639	277	784	332	554	417	343	192	709	262	496	462	357	163	325	141	274	182		
9.00 - 9.30																		A	10.7	18	919	2137	664	304	812	381	618	451	344	153	748	305	557	478	370	146	360	122	217	143		
9.30 - 10.00																		A	11.3	19	971	2059	684	329	840	393	663	494	356	140	768	304	595	519	402	132	281	120	170	105		
10.00 - 10.30																		A	12.0	21	1031	2082	757	319	881	435	687	488	354	152	791	319	625	551	412	129	256	113	154	89		
10.30 - 11.00																		A	12.2	22	1048	1759	923	350	1011	466	663	527	426	285	535	259	345	243	176	156	78	20	135	107		
CBS TUESDAY NIGHT MOVIES 4 192																		A	10.5	17	902	1567	791	220	830	255	368	396	340	392	503	176	245	205	185	227	76	37	158	120		
1 TUE. 8.39P 120 CBS FF 93																		B	11.6	19	996	1750	869	273	968	422	606	521	436	308	530	222	325	222	212	154	58	17	194	154		
8.30 - 9.00																		A	7.9	13	679	1864	973	357	1065	543	744	552	438	248	576	300	395	267	188	140	82	17	141	115		
9.00 - 9.30																		A	10.1	15	868	1736	979	438	1073	526	750	562	445	257	487	251	326	234	146	144	91	28	85	65		
9.30 - 10.00																		A	10.8	17	928	1771	900	427	999	466	709	542	416	250	592	356	434	287	133	138	85	34	95	70		
10.00 - 10.30																		A	12.1	19	1039	1360	862	238	901	172	419	431	459	427	381	92	176	178	205	160	51	43	27	21		
10.30 - 11.00																		B	13.8	22	1185	1360	862	238	901	172	419	431	459	427	381	92	176	178	205	160	51	43	27	21		
CBS TUESDAY NIGHT MOVIES 1 204																		A	12.2	18	1048	1440	847	251	908	172	420	424	465	428	413	87	193	217	240	171	60	60	59	41		
2 TUE. 9.00P 120 CBS FF 99																		A	13.0	20	1117	1374	892	257	954	183	437	436	485	458	357	71	157	175	213	156	33	33	30	23		
9.00 - 9.30																		A	14.8	24	1271	1334	862	235	885	171	412	429	437	422	384	113	184	165	175	159	40	27	25	25		
9.30 - 10.00																		A	14.9	26	1280	1323	871	219	886	167	419	437	461	415	375	91	170	162	201	160	62	49	LT	LT		
10.00 - 10.30																		A	13.3	20	1142	1996	828	355	879	304	577	521	439	260	681	262	473	409	329	184	191	114	245	189		
10.30 - 11.00																		B	13.3	20	1142	1996	828	355	879	304	577	521	439	260	681	262	473	409	329	184	191	114	245	189		
CHARLIE & COMPANY 2 203 201																		A	13.3	20	1142	1996	828	355	879	304	577	521	439	260	681	262	473	409	329	184	191	114	245	189		
WED. 9.00P 30 CBS CS 99 99																		B	13.3	20	1142	1996	828	355	879	304	577	521	439	260	681	262	473	409	329	184	191	114	245	189		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY START TIME DUR NET TYPE										WK 1 WK 2		KEY		AVG. AUD. SHARE % % (0.000)		TOTAL PERSONS OF (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					TEENS (12-17)					CHILDREN (2-11)			
																		TOTAL 18-34 18-49 25-54 25-64 55+					TOTAL 18-34 18-49 25-54 25-64 55+					TOTAL FEM.		TOTAL 6-11			
EVENING CONT'D																																	
EMMY AWARDS(S)-CONT'D																																	
8.00 - 8.30															A 15.8 25 1357 1895 741 380 900 354 587 506 371 288 614 252 426 375 262 173 175 126 206 153																		
8.30 - 9.00															A 19.2 29 1649 1807 753 381 882 329 544 499 385 293 607 255 425 376 257 164 161 118 157 122																		
9.00 - 9.30															A 20.5 30 1761 1805 755 450 890 314 536 509 410 298 558 226 368 332 236 166 206 156 151 102																		
9.30 - 10.00															A 21.0 31 1804 1752 761 421 876 289 511 498 413 314 592 261 400 353 235 170 172 120 112 87																		
10.00 - 10.30															A 18.4 29 1581 1638 713 398 852 268 467 442 407 330 570 226 375 333 224 170 133 94 83 72																		
10.30 - 11.00															A 16.7 29 1435 1511 660 344 800 219 426 400 388 331 496 185 305 255 190 165 128 72 87 67																		
EQUALIZER															A 16.3 28 1400 1710 669 280 775 265 486 433 383 241 689 277 467 388 325 191 140 60 106 70																		
WED. 10.00P 60 CBS PD 99 99															B 16.3 28 1400 1710 669 280 775 265 486 433 383 241 689 277 467 388 325 191 140 60 106 70																		
10.00 - 10.30															A 16.4 27 1409 1753 687 287 795 263 490 434 396 254 694 274 470 386 334 196 152 64 112 71																		
10.30 - 11.00															A 16.3 29 1400 1649 640 268 744 262 473 422 368 228 676 276 459 384 311 186 132 58 97 69																		
FACTS OF LIFE															A 18.1 32 1555 2001 833 336 944 326 566 480 376 352 536 192 304 292 236 178 193 123 328 216																		
SAT. 8.30P 30 NBC CS 99 99															B 18.1 32 1555 2001 833 336 944 326 566 480 376 352 536 192 304 292 236 178 193 123 328 216																		
FALCON CREST															A 11.5 20 988 1554 831 406 934 208 429 429 532 438 442 96 200 226 255 216 77 44 101 76																		
1 FRI. 10.00P 60 CBS GD 99															B 19.5 33 1675 1569 833 424 942 218 440 429 518 441 448 97 193 216 260 232 74 41 105 80																		
10.00 - 10.30															A 11.2 19 962 1528 826 387 920 196 416 429 545 431 434 91 205 235 253 199 80 46 94 70																		
10.30 - 11.00															A 11.8 21 1014 1887 676 276 775 260 438 364 300 283 621 214 306 255 226 288 212 46 279 149																		
FALL GUY															B 7.8 12 670 1887 676 276 775 260 438 364 300 283 621 214 306 255 226 288 212 46 279 149																		
2 THU. 8.00P 60 ABC A 99															A 7.3 11 627 1877 661 268 784 266 422 343 288 302 612 218 310 243 218 283 215 57 266 150																		
8.00 - 8.30																																	
8.30 - 9.00															A 8.3 13 713 1875 685 281 759 253 446 381 310 262 620 206 298 259 229 292 211 36 285 146																		
FAMILY TIES															A 25.1 39 2156 2085 810 398 905 374 601 552 383 248 525 243 354 319 217 134 249 119 406 306																		
THU. 8.30P 30 NBC CS 99 99															B 20.8 33 1787 814 242 435 425 338 311 673 192 366 381 346 240 81 23 73 41																		
45/85(S)															A 10.6 18 911 1617 736 320 818 228 418 395 349 338 656 208 372 366 317 237 85 22 58 27																		
1 WED. 8.00P 180 ABC DO 99															A 9.5 17 816 1553 634 269 733 192 379 342 331 301 619 200 377 369 312 199 91 24 110 65																		
8.00 - 8.30															A 10.0 16 859 1572 688 266 753 192 366 352 316 332 632 222 362 360 297 214 90 29 97 48																		
8.30 - 9.00															A 10.9 17 936 1641 738 316 814 242 435 425 338 311 673 192 366 381 346 240 81 23 73 41																		
9.00 - 9.30															A 11.4 18 979 1649 769 342 838 243 439 434 356 333 665 208 366 360 313 254 109 25 37 18																		
9.30 - 10.00															A 11.6 20 996 1656 793 357 883 268 457 409 365 368 674 224 403 377 319 240 76 17 23 17																		
10.00 - 10.30															A 10.3 19 885 1598 763 350 856 211 417 382 387 375 655 192 344 341 318 271 68 15 19 17																		
10.30 - 11.00																																	
GEORGE BURNS COMEDY															A 12.6 19 1082 1889 772 328 854 291 535 472 404 285 710 319 514 448 306 175 159 74 166 119																		
WED. 9.30P 30 CBS CS 99 99															B 12.6 19 1082 1889 772 328 854 291 535 472 404 285 710 319 514 448 306 175 159 74 166 119																		
GIMME A BREAK															A 15.5 29 1331 2046 811 328 906 298 513 444 363 368 579 211 330 323 239 188 236 142 325 214																		
SAT. 8.00P 30 NBC CS 99 99															B 15.5 29 1331 2046 811 328 906 298 513 444 363 368 579 211 330 323 239 188 236 142 325 214																		
GOLDEN GIRLS															A 20.8 36 1787 1823 814 327 895 272 480 447 381 373 551 157 279 271 275 219 146 106 231 182																		
SAT. 9.00P 30 NBC CS 99 99															B 20.8 36 1787 1823 814 327 895 272 480 447 381 373 551 157 279 271 275 219 146 106 231 182																		
GROWING PAINS															A 18.5 28 1589 1696 776 299 847 285 494 473 373 280 516 189 321 307 281 147 135 68 198 137																		
2 TUE. 8.30P 30 ABC CS 98															B 18.5 28 1589 1696 776 299 847 285 494 473 373 280 516 189 321 307 281 147 135 68 198 137																		
HARDCASTLE & MCCORMICK															A 12.2 19 1048 1810 712 378 807 243 500 450 383 275 668 264 443 383 281 207 144 51 191 135																		
MON. 8.00P 60 ABC A 95 98															B 14.1 22 1211 1776 733 388 820 252 499 459 391 280 661 263 446 382 277 204 127 47 168 118																		
8.00 - 8.30															A 11.6 19 996 1832 691 367 794 233 497 446 374 271 667 262 440 383 284 203 157 55 214 152																		
8.30 - 9.00																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										WK 1	WK 2	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 8-11					
EVENING CONT'D																															
HELL TOWN																															
WED. 9.00P 60 NBC GD 99 98																															
9.00 - 9.30																															
9.30 - 10.00																															
HIGHWAY TO HEAVEN																															
WED. 8.00P 60 NBC GD 99 99																															
8.00 - 8.30																															
8.30 - 9.00																															
HILL STREET BLUES																															
THU. 10.00P 60 NBC OP 99 99																															
10.00 - 10.30																															
10.30 - 11.00																															
HOLLYWOOD BEAT																															
1 SAT. 8.00P 90 ABC OP 98 98																															
2 SAT. 8.00P 60																															
8.00 - 8.30																															
8.30 - 9.00																															
9.00 - 9.30																															
HOMETOWN																															
1 THU. 10.00P 60 CBS GD 99																															
10.00 - 10.30																															
10.30 - 11.00																															
HOMETOWN																															
2 TUE. 8.00P 60 CBS GD 99																															
8.00 - 8.30																															
8.30 - 9.00																															
HOTEL																															
2 WED. 10.00P 60 ABC GD 99																															
10.00 - 10.30																															
10.30 - 11.00																															
HOW BUGS BUNNY WON-WEST(S)																															
1 FRI. 8.00P 30 CBS EA 96																															
HUNTER																															
SAT. 10.00P 60 NBC OP 99 99																															
10.00 - 10.30																															
10.30 - 11.00																															
INSIDERS																															
2 WED. 8.00P 60 ABC A 99																															
8.00 - 8.30																															
8.30 - 9.00																															
KATE & ALLIE																															
1 MON. 9.00P 30 CBS CS 99																															
KNIGHT RIDER																															
1 FRI. 8.00P 120 NBC A 98 99																															
CONT'D																															

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1985 REPORT

PROGRAM NAME													T/E THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION													
WK	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE % (0,000)	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
#													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11							
EVENING CONT'D																																	
MOONLIGHTING-CONT'D																																	
2	TUE.	9.00P	60	ABC	PD		99	B	17.6	27	1512	1790	812 415	933 387	661 558	415 228			597 258	434 416	279 104	150 63	110 71										
		9.00 - 9.30						A	17.6	26	1512	1762	801 408	924 372	642 545	420 238			570 255	403 379	254 109	143 60	125 86										
		9.30 - 10.00						A	17.7	27	1520	1799	818 420	934 398	675 565	408 216			613 259	459 448	300 95	155 65	97 55										
MURDER, SHE WROTE																																	
1	SUN.	8.17P	60	CBS	SM	40	160 208	A	18.7	28	1606	1727	829 354	938 206	430 397	454 441			624 142	297 285	342 277	90 35	75 60										
2	SUN.	8.00P	60			88	99	B	18.3	29	1572																						
		8.00 - 8.30						A	19.6	31	1684	1694	830 344	932 179	396 385	459 471			616 123	267 259	349 301	80 21	66 54										
		8.30 - 9.00						A	19.5	29	1675	1736	826 350	939 210	432 399	450 441			618 146	305 286	341 268	93 37	86 69										
		9.00 - 9.30						A	13.8	20	1185	1749	820 404	936 268	529 421	441 334			659 187	362 356	320 217	100 77	54 43										
NBC ALL-STAR HOUR(S)																																	
1	MON.	8.00P	60	NBC	GV		196	A	15.8	25	1357	1842	685 368	851 280	446 378	380 338			574 147	265 311	306 221	196 140	221 149										
		8.00 - 8.30						A	15.1	25	1297	1893	685 362	848 263	441 380	382 341			573 136	248 307	303 232	226 169	246 166										
		8.30 - 9.00						A	16.5	25	1417	1785	681 369	849 292	450 375	375 335			573 157	279 313	307 210	167 115	196 132										
NBC MONDAY NIGHT MOVIES																																	
MON.		9.00P	120	NBC	FF	40	194 198	A	18.0	28	1546	1819	819 377	955 397	628 524	385 280			473 211	300 220	193 131	228 135	163 96										
		9.00 - 9.30				98	99	B	17.1	27	1469																						
		9.30 - 10.00						A	18.3	27	1572	1896	791 369	942 414	620 503	362 276			467 192	294 241	210 129	264 152	223 147										
		10.00 - 10.30						A	19.2	28	1649	1865	811 368	953 412	636 515	377 274			470 209	295 233	190 129	256 142	186 117										
		10.30 - 11.00						A	18.2	29	1563	1759	825 386	954 391	637 535	388 271			470 220	305 209	181 129	209 127	126 65										
								A	16.4	29	1409	1722	844 381	965 367	613 540	410 295			480 220	303 193	183 141	172 112	105 44										
NBC NEWS DIGEST-M-F																																	
						237	147 147	A	13.5	21	1160	1964	778 333	874 301	511 474	402 306			591 218	359 328	267 196	144 75	355 255										
MWTHTF																																	
1	TUE.	9.28P	1	NBC	N	76	76	B	11.9	19	1022																						
2	TUE.	9.06P	1																														
NBC NEWS DIGEST-2-M-F																																	
1	MON.	9.48P	1	NBC	N	108	163 167	A	12.6	20	1082	1788	762 320	887 314	545 476	394 295			601 229	388 350	286 172	120 58	180 132										
1	W & F	9.58P	1			83	83	B	11.4	18	979																						
2	TU&TH	9.58P	1																														
NBC NEWS DIGEST-SAT																																	
SAT.		8.58P	1	NBC	N	48	152 157	A	14.5	25	1246	1942	847 349	968 325	550 466	373 395			505 163	291 264	233 189	157 101	312 198										
						79	80	B	9.9	18	850																						
NBC NEWS DIGEST-2-SAT.																																	
2	SAT.	9.58P	1	NBC	N	23	169	A	11.8	20	996	1900	841 323	904 279	452 380	386 405			593 169	340 302	325 228	181 130	222 199										
						86		B	9.0	16	773																						
NBC NEWS DIGEST-SUN																																	
1	SUN.	8.59P	1	NBC	N	47	137 158	A	10.9	16	936	2286	789 336	910 409	633 551	400 208			820 336	599 560	416 155	243 115	313 210										
2	SUN.	8.58P	1			74	80	B	11.4	18	979																						
NBC NEWS DIGEST-2-SUN.																																	
1	SUN.	9.50P	1	NBC	N	23	151	A	11.3	17	971	2317	759 313	1038 454	686 556	459 218			925 350	626 531	521 204	130 40	224 139										
						82		B	13.1	20	1125																						
NBC NIGHTLY NEWS-SUN(B)																																	
1	SUN.	6.30P	30	NBC	N	128		A	6.0	12	515	1837	670 363	798 203	342 261	426 410			814 323	452 380	362 267	LT LT	225 176										
						65																											
NBC NIGHTLY NEWS-SAT.																																	
SAT.		6.30P	30	NBC	N	42	171 173	A	11.0	25	945	1641	648 262	795 156	304 289	371 437			628 188	300 294	256 269	92 92	126 75										
						93	93	B	7.8	17	670																						
NBC NIGHTLY NEWS																																	
M-F		6.30P	30	NBC	N	238	201 202	A	10.6	21	911	1553	741 261	816 191	342 340	345 423			604 137	228 248	258 317	37 25	96 63										
						98	99	B	10.5	20	902																						

KEY: A-CURRENT REPORT B-SEASON AVERAGE

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)													
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11											
EVENING CONT'D																																						
NBC SUNDAY NIGHT MOVIE														42	175	202	A 16.2	25	1392	2123	638	336	784	359	550	450	329	160	890	397	654	577	418	160	227	98	222	159
1 SUN. 8.00P 180 NBC FF														91	99	B 15.8	25	1357																				
2 SUN. 9.00P 120																																						
8.00 - 8.30																A 10.8	17	928	2296	703	289	762	266A	484	480	386	193A	912	416	662	597	427	172A	237A	134A	385	300	
8.30 - 9.00																A 12.0	18	1031	2320	729	337	793	274	503	497	422	199A	944	427	684	617	468	174A	240A	135A	343	234A	
9.00 - 9.30																A 16.4	24	1409	2139	627	312	761	346	532	458	321	154	883	421	654	562	391	152	256	110	239	160	
9.30 - 10.00																A 17.4	26	1495	2123	614	307	756	342	526	438	320	153	917	421	680	569	416	165	225	92	225	154	
10.00 - 10.30																A 18.0	28	1546	2064	632	347	799	392	580	443	314	149	871	374	640	575	421	151	221	87	173	130	
10.30 - 11.00																A 17.6	29	1512	2075	634	395	828	420	604	446	311	155	871	373	645	592	421	153	204	81A	172	128	
NEW HART																A 16.1	24	1383	1793	845	465	984	367	615	551	430	319	555	177A	398	385	291	143A	168A	87A	86A	68A	
1 MON. 9.30P 30 CBS CS														99		B 17.5	27	1503																				
NEWSBREAK-M-F														236	175	176	A 13.0	20	1117	1679	830	341	915	240	474	445	440	389	577	174	315	301	287	228	95	44A	92	60
1 M W T H F 9.58P 1 CBS N														84	83	B 13.2	21	1134																				
1 TUE. 10.37P 1																																						
2 MON. 9.51P 1																																						
2 TUE. 9.59P 1																																						
2 W & TH 9.58P 1																																						
2 FRI. 9.58P 2																																						
NEWSBREAK-SAT.														48	181	187	A 9.3	16	799	2121	648	299	810	371	617	454	346	161A	723	297	547	439	364	149A	351	128A	237	152A
1 SAT. 9.53P 1 CBS N														86	89	B 10.2	18	876																				
2 SAT. 9.58P 1																																						
NEWSBREAK-SUN.														47	149	186	A 15.5	23	1331	1715	871	363	987	281	481	431	446	452	595	123	254	270	313	304	82A	37A	51A	39A
1 SUN. 10.15P 1 CBS N														81	89	B 14.4	23	1237																				
2 SUN. 9.56P 1																																						
NFL MONDAY NIGHT FOOTBALL														2	209	210	A 18.0	30	1546	1669	466	231	492	173	315	289	237	145	1013	435	706	636	454	246	83A	24A	81A	45A
1 MON. 9.00P 191 ABC SE														99	99	B 18.0	30	1546	1669	466	231	492	173	315	289	237	145	1013	435	706	636	454	246	83	24	81	45	
2 MON. 9.00P 189																																						
9.00 - 9.30																A 17.9	27	1538	1760	491	259	530	179	317	301	252	175	977	437	662	622	413	237	102	34A	151	77A	
9.30 - 10.00																A 20.2	30	1735	1755	503	253	532	195	336	313	244	154	1016	433	693	656	458	246	97	23A	110	50A	
10.00 - 10.30																A 19.9	30	1709	1695	498	236	517	194	334	302	239	142	1014	412	707	649	478	248	107	29A	57A	28A	
10.30 - 11.00																A 17.8	29	1529	1698	495	250	508	178	340	300	252	140	1019	428	720	645	474	248	83A	26A	88A	47A	
11.00 - 11.30																A 16.3	30	1400	1646	439	229	479	186	333	293	231	123	1047	452	737	648	483	241	55A	30A	65A	42A	
11.30 - 12.00																A 16.9	37	1452	1503	387	188	412	116	253	249	225	134	1012	441	719	613	443	248	51A	11V	28A	28A	
12.00 - 12.30																A 15.3	38	1314	1501	379	158	389	116	215	200	193	162	1005	474	717	593	401	252	71A	5V	36A	36A	
NIGHT COURT														42	198	199	A 19.9	31	1709	1800	830	411	882	360	580	531	378	248	540	236	380	355	241	133	204	92	174	109
THU. 9.30P 30 NBC CS														98	99	B 16.9	27	1452																				
OUR FAMILY HONOR														2	209	210	A 14.1	23	1211	1524	733	406	858	316	526	489	397	256	573	153	337	354	337	199	29A	5V	64A	28V
1 TUE. 9.00P 114 ABC GD														99	99	B 14.1	23	1211	1524	733	406	858	316	526	489	397	256	573	153	337	354	337	199	29	5	64	28	
2 TUE. 10.00P 60																																						
9.00 - 9.30																A 14.3	22	1228	1583	780	465	928	357	548	515	373	294	551	139A	312	325	328	217	21V	LT	83A	30V	
9.30 - 10.00																A 15.9	25	1366	1566	753	424	892	337	549	515	387	267	578	153A	346	364	351	206	17V	LT	79A	36V	
10.00 - 10.30																A 14.1	23	1211	1499	708	388	831	303	527	498	404	229	569	165	348	362	323	180	31A	9V	68A	31A	
10.30 - 11.00																A 13.1	24	1125	1476	721	374	818	291	496	446	406	252	588	146	335	355	350	206	37A	6V	33A	19V	
PUNKY BREWSTER														2	181	183	A 9.3	16	799	2388	808	203	893	303	623	528	442	217	692	279	458	418	325	172	297	182	506	341
1 SUN. 7.00P 30 NBC CS														94	95	B 9.3	16	799	2388	808	203	893	303	623	528	442	217	692	279	458	418	325	172	297	182	506	341	
2 SUN. 7.30P 30																																						

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	PRD TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
														WOMEN					MEN												
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM	TOTAL 6-11				
EVENING CONT'D																															
REMINGTON STEELE																															
1	TUE.	10.30P	60	NBC PD		38	203	203	A 16.1	29	1383	1594	768	297	859	311	516	419	376	300	596	236	392	327	276	170	82^	34^	57^	39^	
2	TUE.	10.00P	60			99	99		B 16.1	28	1383																				
		10.00 - 10.30							A 18.4	30	1581	1765	858	400	957	411	680	525	392	254	632	282	461	400	283	140^	92^	25^	84^	68^	
		10.30 - 11.00							A 15.7	28	1349	1583	754	274	837	297	498	405	358	306	607	254	401	319	264	171	83^	31^	56^	41^	
		11.00 - 11.30							A 14.7	32	1263	1366	671	209^	762	210	339	312	388	330	513	134^	276	249	281	207^	72^	51^	19^	17^	
RIPLEY'S BELIEVE IT-NOT																															
	SUN.	7.00P	60	ABC U		43	185	193	A 9.0	16	773	2022	608	331	754	287	461	419	344	234	766	303	471	401	326	242	221	156^	281	163^	
		7.00 - 7.30				93	94		B 10.0	17	859																				
		7.30 - 8.00							A 8.3	15	713	1896	631	315	745	254	428	397	345	267	718	259	428	362	313	256	202	160^	231	132^	
									A 9.8	16	842	2094	583	342	748	310	480	429	337	201	793	335	498	427	330	226	235	151^	318	186	
ST. ELSEWHERE																															
	WED.	10.00P	60	NBC GD		2	201	200	A 14.3	24	1228	1590	805	409	900	283	523	532	479	293	554	220	368	390	273	129	86^	37^	50^	39^	
		10.00 - 10.30				99	98		B 14.3	24	1228	1590	805	409	900	283	523	532	479	293	554	220	368	390	273	129	86	37	50	39	
		10.30 - 11.00							A 14.5	24	1246	1616	801	410	905	297	536	531	469	290	546	220	365	381	268	128	91^	38^	74^	58^	
									A 14.1	25	1211	1551	809	408	893	271	509	529	483	297	555	220	369	394	276	127	77^	33^	26^	20^	
SCARECROW & MRS. KING																															
	MON.	8.00P	60	CBS GD		41	204	208	A 15.5	24	1331	1687	777	358	886	252	444	430	410	378	535	142	290	287	288	209	108	54^	158	94^	
		8.00 - 8.30				98	99		B 15.5	25	1331																				
		8.30 - 9.00							A 14.8	24	1271	1664	778	353	888	249	436	431	405	389	515	124	266	271	283	213	103^	49^	158	96^	
									A 16.0	24	1374	1717	780	363	889	252	453	432	419	371	555	156	314	302	294	210	114	59^	159	92^	
SILVER SPOONS																															
1	SUN.	7.30P	30	NBC CS		1	185		A 11.7	20	1005	2359	672	257^	767	260^	491	486	347	224^	590	267	408	350	250^	113^	295	210^	707	528	
						95			B 11.7	20	1005	2359	672	257	767	260	491	486	347	224	590	267	408	350	250	113	295	210	707	528	
SIMON & SIMON																															
1	THU.	9.00P	60	CBS PD		43	206		A 14.8	23	1271	1752	653	347	846	284	496	410	383	329	571	228	417	354	296	135^	160^	62^	175^	148^	
		9.00 - 9.30				99			B 18.8	30	1615																				
		9.30 - 10.00							A 14.7	23	1263	1747	619	338	828	288	480	377	344	334	543	208^	391	332	286	132^	170^	62^	206^	178^	
									A 15.0	24	1289	1735	680	351	856	278	509	438	418	321	590	243	438	372	304	133^	147^	61^	142^	117^	
60 MINUTES																															
1	SUN.	7.17P	60	CBS DN		2	207	209	A 20.8	36	1787	1674	699	283	765	162	349	349	370	359	762	219	384	395	364	315	79	31^	68^	40^	
2	SUN.	7.00P	60			99	99		B 20.8	36	1787	1674	699	283	765	162	349	349	370	359	762	219	384	395	364	315	79	31	68	40	
		7.00 - 7.30							A 19.4	35	1666	1612	700	263	763	161	340	364	366	357	728	203	366	377	343	303	63^	23^	58^	30^	
		7.30 - 8.00							A 21.9	37	1881	1679	701	287	757	158	338	341	356	366	776	228	391	398	361	324	78	29^	68^	38^	
		8.00 - 8.30							A 20.5	33	1761	1781	690	314	789	168	398	339	434	334	787	221	403	411	429	306	116^	57^	89^	58^	
SPECIAL MOVIE PRSNT MON(S)																															
2	MON.	9.00P	120	CBS FF		208			A 17.9	27	1538	1683	717	240	806	142^	345	367	420	390	703	153^	321	325	379	336	127^	76^	47^	35^	
		9.00 - 9.30				99			A 18.2	26	1563	1772	756	265	863	137^	386	425	466	402	721	161^	337	317	389	345	119^	66^	69^	49^	
		9.30 - 10.00							A 18.4	27	1581	1746	701	228	801	134^	342	372	403	391	728	150^	332	323	407	351	156^	83^	61^	45^	
		10.00 - 10.30							A 17.8	27	1529	1655	715	238	791	142^	327	334	415	394	700	162^	324	338	369	326	123^	77^	41^	28^	
		10.30 - 11.00							A 17.2	29	1477	1541	691	225	764	149^	317	336	398	374	658	136^	290	316	348	322	104^	84^	15^	15^	
SPECIAL MOVIE PRSNT-SUN(S)																															
2	SUN.	9.00P	120	CBS FF		207			A 24.5	37	2105	1690	902	324	985	265	485	467	475	451	584	142	278	281	305	268	62^	28^	59^	42^	
		9.00 - 9.30				99			A 24.8	36	2130	1732	900	339	985	272	485	461	468	453	582	136	284	289	316	267	69^	30^	96^	67^	
		9.30 - 10.00							A 24.0	35	2062	1722	895	331	992	274	484	458	467	463	583	134	270	280	308	274	68^	31^	79^	53^	
		10.00 - 10.30							A 24.8	37	2130	1655	910	308	983	255	487	475	480	447	581	142	271	273	301	270	57^	27^	34^	26^	
		10.30 - 11.00							A 24.2	38	2079	1661	906	315	985	258	484	470	490	448	593	150	289	279	305	267	60^	25^	23^	21^	
SPENSER: FOR HIRE																															
1	FRI.	9.00P	117	ABC PD		2	205	206	A 11.4	19	979	1681	814	301	873	199	447	460	469	342	611	112^	314	385	414	218	71^	39^	126^	87^	
2	FRI.	10.00P	6^			99	99		B 11.4	19	979	1681	814	301	873	199	447	460	469	342	611	112	314	385	414	218	71	39	126	87	
		9.00 - 9.30							A 13.4	23	1151	1676	812	309	890	202^	437	448	468	359	595	136^	283	358	365	228^	64^	16^	127^	77^	
CONT'D																															

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PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																						
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																	
														TOTAL	18-34	WOMEN				MEN				TOTAL	18-34	WOMEN				MEN				TOTAL	18-34	WOMEN				MEN			
														34	49	18-34	49	54	35-64	55+	34	49	18-34	49	54	35-64	55+	34	49	18-34	49	54	35-64	55+	TOTAL	FEM.	6-11	TOTAL	6-11				
EVENING CONT'D																																											
WHO'S THE BOSS?-CONT'D																																											
1	TUE.	8.39P	21	ABC	CS	96	99	B	13.9	25	1194																																
2	TUE.	8.00P	30																																								
LATE FRINGE																																											
ABC NEWS:NIGHTLINE-MON														13	196	193	A	3.4	18	292	1110	472	124^	575	270^	339^	220^	186^	170^	535	168^	278^	278^	240^	257^	LT	LT	LT	LT				
1	MON.	12.55A	30	ABC	N	96	97	B	4.8	16	412																																
2	MON.	12.54A	30																																								
ABC NEWS:NIGHTLINE														197	194	195	A	6.4	17	550	1131	531	197	560	124	250	282	299	259	528	118^	282	276	276	221	15v	LT	28v	16v				
1	TUE.	11.30P	31	ABC	N	97	96	B	5.7	16	490																																
1	WED.	11.30P	30																																								
1	FRI.	11.30P	37																																								
2	TU & F	11.30P	30																																								
2	WED.	11.30P	31																																								
2	THU.	11.30P	37																																								
		11.30 - 12.00						A	6.4	17	550	1133	532	196	560	122	247	279	301	262	536	118^	287	286	282	222	15v	LT	22v	19v													
		12.00 - 12.30						A	7.2	22	618	1036	468	210	526	134	283	333	274	193	421	109	217	175	205	204	LT	LT	89^	LT													
ABC NEWS:NIGHTLINE THU(B)														198			A	6.1	22	524	1158	449^	236^	573	211^	332^	257^	150^	241^	554	164^	235^	312^	261^	242^	9v	LT	22v	22v				
1	THU.	12.02A	31	ABC	N	98																																					
ABC NEWS:NIGHTLINE WED(B)														199			A	3.3	14	283	954	459^	194v	501^	96v	205v	148v	208v	296^	453^	47v	107v	135v	282^	318^	LT	LT	LT	LT				
1	WED.	12.00M	60	ABC	N	98			A	3.8	14	326	1135	567^	261^	601^	125v	313^	251^	283^	288^	534^	49v	153v	203v	381^	331^	LT	LT	LT	LT												
		12.00 - 12.30							A	2.7	14	232	703^	307^	91v	358^	48v	48v	LT	103v	310^	345^	39v	39v	39v	155v	306^	LT	LT	LT	LT												
		12.30 - 1.00							A	3.4	9	292	1257	659	387^	737	147^	312^	407^	401^	330^	387^	129^	194^	236^	175^	117v	96v	96v	37v	37v												
ABC WEEKEND REPORT-SAT.														47	163	157	A	3.4	9	292																							
	SAT.	11.30P	15	ABC	N	86	85	B	4.1	10	352																																
ABC WEEKEND REPORT-SUN.														48	164	159	A	2.9	11	249	831	365^	72v	454^	72v	169^	145^	217^	257^	281^	85v	112v	84v	92v	169^	52v	52v	44v	44v				
1	SUN.	11.19P	15	ABC	N	89	87	B	3.8	13	326																																
2	SUN.	12.00M	15																																								
CBS LATE NIGHT I														5	180		A	5.3	18	455	1325	606	224^	736	236^	417	337	351	283^	517	174^	297	263^	246^	199^	46v	22v	26v	19v				
2	M & TU	11.30P	67	CBS	FF		90	B	5.3	18	455	1325	606	224	736	236	417	337	351	283	517	174	297	263	246	199	46	22	26	19													
2	WED.	11.30P	64																																								
2	THU.	11.30P	66																																								
2	FRI.	12.00M	69																																								
		11.30 - 12.00						A	5.7	16	490	1363	601	169^	707	243^	388	318	296	274	563	202^	330	292	249^	214^	50v	30v	43v	28v													
		12.00 - 12.30						A	5.3	19	455	1360	594	244^	754	248^	429	336	367	289	540	162^	294	264^	272^	224^	46v	22v	20v	20v													
		12.30 - 1.00						A	4.4	18	378	1198	677	302^	801	227^	500	394	426	294^	352	132^	228^	199^	175^	95^	45v	LT	LT	LT													
		1.00 - 1.30						A	4.2	19	361	765	652^	305^	652^	LT	339^	339^	496^	313^	113v	LT	80v	113v	113v	LT	LT	LT	LT														
CBS LATE NIGHT II														5	180		A	3.7	21	318	975	431	198^	538	117^	309^	240^	311^	217^	402^	163^	280^	232^	179^	114^	35v	LT	LT	LT				
2	MON.	12.37A	42	CBS	FF		90	B	3.7	21	318	975	431	198	538	117	309	240	311	217	402	163	280	232	179	114	35	LT	LT	LT													
2	TUE.	12.37A	45																																								
2	WED.	12.34A	48																																								
2	THU.	12.36A	45																																								
2	FRI.	1.09A	46																																								
		12.30 - 1.00						A	4.0	21	344	1032	407	160^	514	148^	297^	224^	250^	203^	482	188^	310^	247^	210^	157^	36v	LT	LT	LT													
		1.00 - 1.30						A	3.4	21	292	983	422^	209^	545	107v	312^	233^	335^	219^	398^	179^	298^	253^	167^	96v	40v	LT	LT	LT													
		1.30 - 2.00						A	3.3	19	283	735^	636^	403^	636^	LT	343^	343^	519^	293^	99v	LT	99v	99v	99v	LT	LT	LT	LT	LT													

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PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK	DAY	START TIME	DUR	NET	TYPE	PROG	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
#										%	%				TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11									
LATE FRINGE CONT'D																																					
CBS NEWS NIGHTWATCH-1																																					
1	MWTHSU	2.00A	30	CBS	N		224	56	63	A	1.2	14	103	524	301	165	388	87	184	126	281	204	116	LT	LT	LT	87	87	LT	LT	LT	LT					
2	M-THSU	2.00A	30					54	58	B	1.1	12	94																								
CBS NEWS NIGHTWATCH-2																																					
1	MWTHSU	2.30A	30	CBS	N		135	84	86	A	1.3	18	112	286	162	72	224	108	125	98	116	81	62	LT	LT	LT	LT	LT	LT	LT	LT						
1	TUE.	2.39A	21					72	75	B	1.1	14	94																								
2	M-THSU	2.30A	30																																		
CBS NEWS NIGHTWATCH-3																																					
M-THSU	3.00A	180		CBS	N		135	103	100	A	1.2	25	103	485	176	78	185	LT	127	116	107	49	184	LT	68	68	116	116	116	LT	LT						
	3.00 - 3.30							86	86	B	1.0	20	86																								
	3.30 - 4.00									A	1.3	21	112	420	126	LT	170	LT	125	125	143	45	178	LT	89	89	170	89	72	LT	LT						
	4.00 - 4.30									A	1.3	24	112	571	223	72	223	LT	188	188	188	LT	214	LT	63	63	188	151	134	LT	LT						
	4.30 - 5.00									A	1.2	26	103	524	175	98	175	LT	146	146	146	LT	194	LT	LT	LT	97	155	155	LT	LT						
	5.00 - 5.30									A	1.1	26	94	351	75	54	75	LT	75	53	LT	LT	159	LT	LT	LT	127	117	117	LT	LT						
	5.30 - 6.00									A	1.0	24	86	547	163	LT	163	128	128	LT	LT	LT	256	LT	186	186	151	70	128	LT	LT						
										A	.9	20	77	455	247	169	247	LT	LT	65	LT	182	78	LT	LT	LT	78	130	130	LT	LT						
CBS SUNDAY NEWS-OSGOOD																																					
1	SUN.	11.17P	15	CBS	N		47	130	133	A	5.7	12	490	1486	770	385	846	284	492	458	428	315	514	39	269	302	352	212	67	67	59	59					
2	SUN.	11.00P	15					67	71	B	5.7	12	490																								
DAVID LETTERMAN I																																					
1	MWTH	12.30A	30	NBC	GV		190	193	194	A	3.5	18	301	1292	501	183	692	313	372	277	218	239	526	277	356	203	142	130	51	26	23	23					
								99	99	B	3.7	18	318																								
1	TUE.	1.00A	30																																		
2	M-TH	12.30A	30																																		
DAVID LETTERMAN II																																					
1	MWTH	1.00A	30	NBC	GV		190	193	194	A	2.5	17	215	1288	502	302	706	377	432	279	167	204	521	283	363	209	141	140	61	LT	LT	LT					
1	TUE.	1.30A	30							B	2.8	18	241																								
2	M-TH	1.00A	30																																		
EYE ON HOLLYWOOD																																					
1	TUE.	12.01A	30	ABC	GV		159	84	82	A	1.6	7	137	956	482	110	533	182	423	394	285	88	418	154	182	116	LT	234	LT	LT	LT	LT					
1	FRI.	12.07A	31							B	1.7	6	146																								
2	TU & F	12.00M	31																																		
2	WED.	12.01A	30																																		
2	THU.	12.07A	30																																		
FRIDAY NIGHT VIDEOS																																					
FRI.	12.30A	90	NBC	PC			46	178	180	A	2.8	14	241	1241	537	116	574	462	487	166	41	71	435	269	315	256	53	113	211	107	21	21					
	12.30 - 1.00							96	96	B	3.2	16	275																								
	1.00 - 1.30									A	3.6	14	309	1194	537	188	605	463	514	268	90	52	463	197	307	329	132	134	81	LT	45	45					
	1.30 - 2.00									A	2.7	14	232	1147	486	56	512	426	426	90	LT	86	384	272	272	211	LT	112	251	134	LT	LT					
										A	2.1	14	180	1461	588	50	610	517	517	84	LT	93	461	377	377	199	LT	84	390	261	LT	LT					
G MICHAELS SPORTS MACHINE																																					
SUN.	12.00M	15	NBC	SC			2	82	80	A	1.7	7	146	863	247	41	288	96	144	144	48	144	568	75	260	185	260	308	LT	LT	LT	LT					
								51	49	B	1.7	7	146	863	247	41	288	96	144	144	48	144	568	75	260	185	260	308	LT	LT	LT	LT					
LATE MOVIE I																																					
1	MON.	11.30P	68	CBS	FF		235	185		A	4.6	17	395	1152	522	352	689	182	414	378	435	203	395	107	241	226	225	146	37	18	31	31					
1	TUE.	12.09A	67							B	5.1	17	438																								
1	WED.	11.30P	78																																		
1	THU.	11.30P	79																																		
1	FRI.	11.30P	70																																		
CONT'D																																					

CONT'D

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME												T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																													
													WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)																	
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 8-11																
LATE FRINGE CONT'D																																										
LATE MOVIE I-CONT'D																																										
11.30 - 12.00																		A	5.1	15	438	1249	539	347	747	245^	463	362	428	231^	415	133^	255^	247^	216^	150^	50^	18^	37^	37^		
12.00 - 12.30																		A	4.7	17	404	1136	505	369	673	188^	421	370	418	185^	396	108^	238^	223^	226^	149^	35^	15^	32^	32^		
12.30 - 1.00																		A	4.0	19	344	1029	520	340^	613	81^	341^	403	466	183^	378	70^	230^	209^	247^	142^	23^	23^	15^	15^		
1.00 - 1.30																		A	3.1	19	266	955^	669^	301^	669^	LT	278^	496^	575^	173^	286^	LT	180^	180^	237^	106^	LT	LT	LT	LT		
LATE MOVIE II																																										
1 MON. 12.38A 43 CBS FF 235 185																		A	2.9	18	249	968	506^	237^	570	125^	366^	346^	365^	164^	370^	109^	226^	229^	213^	137^	LT	LT	LT	LT		
1 TUE. 1.16A 45																		B	3.5	19	301																					
1 WED. 12.48A 46																																										
1 THU. 12.49A 45																																										
1 FRI. 12.40A 47																																										
12.30 - 1.00																		A	3.8	19	326	1049	531	270^	650	116^	371^	380^	464	205^	359^	74^	179^	184^	233^	162^	LT	LT	28^	28^		
1.00 - 1.30																		A	2.8	18	241	900	490^	240^	519^	137^	365^	319^	310^	134^	360^	136^	240^	240^	191^	120^	21^	21^	LT	LT	28^	28^
1.30 - 2.00																		A	2.0	15	172	895^	413^	LT	413^	LT	192^	192^	192^	221^	482^	LT	325^	325^	325^	157^	LT	LT	LT	LT		
SATURDAY NIGHT																																										
1 SAT. 11.30P 81 NBC GV 43 199 201																		A	7.5	23	644	1526	557	265	641	364	498	385	212	103^	669	402	564	476	194^	99^	180^	84^	36^	28^		
2 SAT. 11.30P 86																		B	7.0	21	601																					
11.30 - 12.00																		A	8.8	23	756	1638	652	285	730	378	543	436	241	147^	660	362	539	472	214	105^	193	96^	55^	37^		
12.00 - 12.30																		A	7.5	24	644	1477	493	271	564	350	465	360	173^	71^	701	444	601	492	184^	100^	187^	82^	25^	25^		
12.30 - 1.00																		A	6.0	23	515	1379	478	215^	585	351	453	328	220^	66^	618	396	535	456	171^	83^	153^	69^	23^	23^		
TONIGHT SHOW																		A	7.1	22	610	1372	632	231	713	197	354	342	341	293	543	192	295	264	254	200	67^	20^	49^	31^		
1 MNTHF 11.30P 60 NBC GV 99 99																		B	7.0	22	601																					
1 TUE. 12.00M 60																		A	8.1	22	696	1402	657	250	739	204	376	353	342	311	541	207	310	272	237	192	65^	24^	57^	32^		
2 M-F 11.30P 60																		A	6.2	22	533	1340	601	207	682	194	331	312	328	282	544	182	290	252	264	207	70^	13^	44^	32^		
11.30 - 12.00																		A	5.9	28	507	1213	657	197^	708	159^	263^	434^	390^	274^	505^	79^	138^	243^	342^	231^	LT	LT	LT	LT		
12.00 - 12.30																																										
12.30 - 1.00																																										
WEEKDAY DAYTIME																																										
ABC DAYTIME NEWSBRIEF-M-F 2.58P 1 ABC N 238 202 203																		A	7.3	26	627	1242	779	247	894	427	647	498	331	231	211	100^	132	86^	54^	77^	60^	58^	77^	13^		
M-F 2.58P 1 ABC N 98 96																		B	7.8	27	670																					
ABC WORLD NEWS-MORN-615A 240 122 127																		A	1.9	22	163	1160	564	312^	650	154^	411	491	410	159^	350^	190^	270^	263^	117^	61^	43^	LT	117^	117^		
M-F 6.15A 15 ABC N 78 79																		B	1.6	18	137																					
ABC WORLD NEWS-MORN-645A 239 173 173																		A	2.4	18	206	1655	680	427	879	297^	621	525	465	228^	398	132^	208^	219^	174^	165^	67^	48^	311^	160^		
M-F 6.45A 15 ABC N 92 93																		B	2.5	19	215																					
ALL MY CHILDREN 233 210 211																		A	7.5	27	644	1245	790	234	914	455	665	552	330	193	210	107	141	108	62^	66^	34^	24^	87^	11^		
M-F 1.00P 60 ABC DD 99 99																		B	8.1	27	696																					
1.00 - 1.30																		A	7.0	25	601	1240	791	220	905	443	645	548	326	199	197	103^	136	109	58^	58^	44^	25^	94^	12^		
1.30 - 2.00																		A	7.9	28	679	1247	794	244	921	465	683	558	334	185	217	111	145	107	65^	68^	28^	23^	81^	11^		
ALL STAR BLITZ 63 169 170																		A	2.3	10	198	1187	606	202^	818	399	520	343	208^	298^	202^	65^	121^	96^	76^	81^	56^	50^	111^	55^		
1 M-F 11.30A 30 ABC QP 80 81																		B	2.7	11	232																					
2 M-TH 11.30A 30																																										
ALL STAR BLITZ-FRI(B) 168																		A	2.3	8	198	980^	525^	147^	753^	531^	531^	369^	65^	157^	227^	35^	35^	LT	96^	192^	LT	LT	LT	LT		
2 FRI. 11.30A 30 ABC QP 73																																										
ANGIE 59 183																		A	2.3	11	198	1187	778	172^	1010	490^	718	435^	288^	292^	116^	LT	70^	70^	55^	46^	26^	LT	35^	LT		
1 M-F 11.00A 30 ABC CS 80																		B	3.0	12	258																					

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																															
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																											
																				WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)															
																				TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL FEM.		TOTAL M.	
WEEKDAY DAYTIME CONT'D																																															
ANOTHER WORLD																																															
M-F 2.00P 60 NBC DD 234 202 203 99 99																																															
2.00 - 2.30																																															
2.30 - 3.00																																															
AS THE WORLD TURNS																																															
M-F 1.30P 60 CBS DD 235 206 204 99 99																																															
1.30 - 2.00																																															
2.00 - 2.30																																															
BODY LANGUAGE																																															
M-F 4.00P 30 CBS PV 231 99 97 49 50																																															
CAPITOL																																															
M-F 2.30P 30 CBS DD 235 196 195 94 93																																															
CBS EARLY MORNING NEWS																																															
M-F 6.30A 30 CBS N 240 140 139 89 88																																															
CBS MORNING NEWS 1																																															
M-F 7.30A 30 CBS N 238 201 200 99 99																																															
CBS MORNING NEWS 2																																															
M-F 8.30A 30 CBS N 238 201 202 99 97																																															
DAYS OF OUR LIVES																																															
236 208 208																																															
M-F 1.00P 60 NBC DD 99 98																																															
1.00 - 1.30																																															
1.30 - 2.00																																															
GENERAL HOSPITAL																																															
M-F 3.00P 60 ABC DD 233 208 208 99 99																																															
3.00 - 3.30																																															
3.30 - 4.00																																															
GOOD MORNING, AMERICA-730																																															
1 MTUWF 7.30A 30 ABC N 239 206 207 99 99																																															
1 THU. 7.49A 11																																															
2 M-F 7.30A 30																																															
GOOD MORNING, AMERICA-830																																															
M-F 8.30A 30 ABC N 238 204 205 99 99																																															
GOOD MORN AMER THU-730(B)																																															
1 THU. 7.30A 19 ABC N 184 82																																															
GUIDING LIGHT																																															
M-F 3.00P 60 CBS DD 232 207 205 99 99																																															
3.00 - 3.30																																															
3.30 - 4.00																																															
LOVING																																															
M-F 12.30P 30 ABC DD 233 184 185 93 92																																															
MAIN STREET(S)																																															
2 TUE. 4.00P 60 NBC CN 121 82																																															
4.00 - 4.30																																															
4.30 - 5.00																																															

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1985 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																									
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																									
WK #	DAY	START TIME	DUR	NET	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11												
								AVG. AUD. SHARE %	AVG. AUD. (0,000)			TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54			35-64	55+										
WEEKDAY DAYTIME CONT'D																																			
NBC NEWS AT SUNRISE										240	186	186	A	2.0	17	172	1378	756	343A	826	181A	524	610	517	203A	390	92V	204A	261A	193A	123A	110A	69V	52V	41V
1 M-F 6.30A 30 NBC N										97	97	B	2.0	17	172																				
2 M-TH 6.30A 30																																			
2 FRI. 6.00A 30																																			
NBC NEWS DIGEST-DAYTIME										141	196	196	A	4.4	16	378	1222	831	163A	941	359	545	448	354	359	193	71A	87A	71A	64A	77A	32V	19V	56A	LT
M-F 2.57P 1 NBC N										95	96	B	4.5	16	387																				
NEWSBREAK-11.57										236	182	181	A	6.0	26	515	1375	733	240	881	301	466	376	326	377	340	62A	151	147	170	165	53A	35A	101A	LT
M-F 11.57A 2 CBS N										85	83	B	7.0	28	601																				
NEWSBREAK-3.57										232	186	193	A	5.6	18	481	1227	739	184	884	201	422	338	415	411	235	67A	108A	93A	106A	98A	37A	31V	71A	38A
M-F 3.57P 2 CBS N										92	93	B	5.9	18	507																				
ONE LIFE TO LIVE										234	208	208	A	7.2	26	618	1248	795	258	919	436	685	529	354	209	211	101A	131	86A	55A	76A	55A	52A	63A	9V
M-F 2.00P 60 ABC DD										99	99	B	7.3	25	627																				
2.00 - 2.30												A	7.1	26	610	1243	808	260	930	444	696	544	360	199	209	95A	124	85A	58A	80A	49A	45A	55A	8V	
2.30 - 3.00												A	7.4	27	636	1228	769	253	888	421	658	505	338	212	207	103	134	86A	53A	71A	62A	58A	71A	11V	
PRESS YOUR LUCK										235	170	169	A	3.2	14	275	1378	850	140A	992	306	502	407	389	432	264	80A	149A	126A	122A	87A	34V	LT	88A	30V
M-F 10.30A 30 CBS QP										86	78	B	4.6	19	395																				
PRICE IS RIGHT 1										235	207	207	A	5.4	24	464	1297	707	224	856	270	463	402	336	356	290	50A	114A	122A	140A	144	28V	21V	123A	LT
M-F 11.00A 30 CBS AP										99	97	B	6.9	28	593																				
PRICE IS RIGHT 2										234	208	207	A	7.0	30	601	1291	710	212	838	254	432	376	340	368	314	57A	120	126	149	164	34A	24V	105A	LT
M-F 11.30A 30 CBS AP										99	97	B	8.6	35	739																				
RYAN'S HOPE										233	171	171	A	3.1	12	266	1211	756	282	925	413	609	459	407	289	195A	56V	86A	59V	71A	105A	LT	LT	76A	LT
M-F 12.00N 30 ABC DD										91	89	B	3.2	12	275																				
SALE OF THE CENTURY										237	152	153	A	3.7	17	318	1299	718	161A	841	271	403	333	318	413	286	78A	104A	95A	63A	160A	65A	56A	107A	54A
1 MTUWF 10.30A 30 NBC QG										81	80	B	4.6	19	395																				
1 THU. 10.51A 9																																			
2 M-F 10.30A 30																																			
SANTA BARBARA										235	191	191	A	3.8	13	326	1356	770	144A	850	331	460	384	325	350	248	63A	97A	95A	117A	126A	111A	40V	147A	58A
M-F 3.00P 60 NBC DD										96	96	B	3.5	11	301																				
3.00 - 3.30												A	3.7	13	318	1292	763	132A	833	330	456	368	305	345	248	79A	108A	98A	103A	119A	91A	28V	120A	28V	
3.30 - 4.00												A	3.9	13	335	1388	767	147A	854	326	457	394	338	349	230	41V	78A	83A	123A	129A	128A	53A	176A	90A	
SCRABBLE										235	193	198	A	4.7	20	404	1285	744	136A	839	250	327	278	263	462	278	67A	85A	99A	101A	166	52A	22V	116A	39V
M-F 11.30A 30 NBC QG										96	96	B	5.4	22	464																				
SEARCH FOR TOMORROW										238	150	151	A	3.0	11	258	1151	636	150A	760	213A	267	271	337	438	272	51V	55V	73A	113A	171A	30V	27V	89A	31V
M-F 12.30P 30 NBC DD										77	76	B	3.1	11	266																				
SILVER SPOONS M-F										54	130	A	2.4	11	206	1437	655	180A	674	345A	378A	258A	150V	232A	281A	136V	136V	92V	23V	122V	166A	92V	316A	165A	
1 MTUWF 10.00A 30 NBC CS										80		B	3.9	16	335																				
SUPER PASSWORD										237	147	149	A	3.6	14	309	1369	829	123A	933	217	333	339	343	536	227	65A	80A	75A	65A	136A	70A	55A	139A	46V
M-F 12.00N 30 NBC QG										73	73	B	3.5	13	301																				
THREE'S A CROWD DAYTIME										5	167	A	2.8	12	241	1311	702	261A	905	453A	652	435A	348A	253A	282A	153A	178A	128V	109V	66V	45V	LT	79V	45V	
2 M-F 11.00A 30 ABC CS										82		B	2.8	12	241	1311	702	261	905	453	652	435	348	253	282	153	178	128	109	66	45	LT	79	45	
TODAY SHOW-7.30AM										240	203	203	A	4.5	22	387	1310	767	313	788	188	445	493	430	282	421	91A	189	178	192	194	52A	18V	49A	36V
M-F 7.30A 30 NBC N										99	97	B	4.4	22	378																				

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK #	DAY	START TIME	DUR	NET	PRG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
													TOTAL	18-34	35-49	50-64	65+	TOTAL	18-34	35-49	50-64	65+	TOTAL	18-34	35-49	50-64	65+	TOTAL FEM.	TOTAL 6-11
WEEKDAY DAYTIME CONT'D																													
TODAY SHOW-8.30AM					239	203	202	A	4.8	22	412	1226	682	206	782	250	391	355	324	339	379	99^	146^	186	151^	188	34^	17^	
M-F 8.30A 30 NBC N					99	97	B	4.7	20	404																			
\$25,000 PYRAMID					236	183	181	A	4.1	18	352	1270	847	165^	924	196	417	386	398	461	278	59^	119^	133^	139^	117^	14^	20^	
1 MTUWF 10.00A 30 CBS QP					91	89	B	5.1	21	438																			
2 M-F 10.00A 30																													
WHEEL OF FORTUNE					236	205	206	A	6.7	30	576	1278	772	128	860	217	332	309	304	473	274	76^	91^	74^	81^	167	58^	37^	
M-F 11.00A 30 NBC QG					99	97	B	7.1	29	610																			
YOUNG AND THE RESTLESS					234	208	207	A	7.3	28	627	1308	811	229	946	349	560	452	380	349	241	55^	120	127	128	100^	59^	13^	
M-F 12.30P 60 CBS DD					99	97	B	8.0	29	687																			
12.30 - 1.00								A	7.1	28	610	1325	820	239	954	355	564	449	380	354	246	52^	121	130	137	101^	61^	9^	
1.00 - 1.30								A	7.4	28	636	1300	809	218	949	349	561	458	382	351	237	59^	120	124	119	98^	56^	16^	
YOUR NUMBER'S UP					5	123		A	2.2	9	189	1095	656^	148^	751	318^	487^	466^	302^	216^	234^	49^	112^	127^	185^	69^	31^	27^	
2 M-F 10.00A 30 NBC QG					73			B	2.2	9	189	1095	656	148	751	318	487	466	302	216	234	49	112	127	185	69	31	27	
WEEKEND DAYTIME																													
ABC FUN FIT-10:25AM					2	197	198	A	4.3	15	369	1775	250^	111^	250^	108^	204^	216^	142^	34^	234^	122^	122^	105^	16^	96^	381	642	
SAT. 10.25A 4 ABC CN					97	97	B	4.3	15	369	1775	250	111	250	108	204	216	142	34	234	122	122	105	16	96	381	642		
ABC FUN FIT-11:25AM					2	194	193	A	3.9	14	335	1340	205^	35^	283^	137^	175^	131^	80^	93^	102^	90^	102^	102^	LT	280^	385^		
SAT. 11.25A 4 ABC CN					94	93	B	3.9	14	335	1340	205	35	283	137	175	131	80	93	102	90	102	102	LT	280	385			
ABC SUNDAY AFTERNOON BSBL																													
1 SUN. 2.00P 181 ABC SE					88	89	B	2.3	6	198	1202	438	101^	489^	96^	131^	120^	101^	349^	557^	167^	284^	248^	197^	273^	86^	31^	70^	
2 SUN. 2.00P 180								B	2.3	6	198	1202	438	101	489	96	131	120	101	349	557	167	284	248	197	273	86	31	70
2.00 - 2.30								A	2.0	5	172	1151	407^	105^	465^	80^	99^	134^	93^	320^	581^	187^	297^	297^	162^	284^	58^	47^	
2.30 - 3.00								A	2.1	5	180	1106	322^	78^	399^	83^	94^	61^	28^	305^	561^	127^	233^	233^	184^	328^	107^	28^	
3.00 - 3.30								A	2.1	5	180	1122	450^	128^	522^	139^	183^	149^	72^	339^	472^	94^	190^	190^	179^	282^	72^	44^	
3.30 - 4.00								A	2.2	5	189	1339	498^	133^	519^	122^	176^	154^	111^	343^	540^	111^	222^	222^	190^	318^	195^	47^	
4.00 - 4.30								A	2.5	6	215	1284	504^	84^	527^	94^	137^	112^	112^	390^	600^	224^	396^	312^	269^	204^	73^	36^	
4.30 - 5.00								A	2.6	6	223	1426	497^	103^	542^	107^	148^	121^	131^	394^	614	188^	354^	296^	278^	260^	126^	45^	
ABC WEEKEND SPECIALS					2	166	168	A	3.9	14	335	1275	224^	60^	256^	171^	209^	224^	85^	32^	105^	73^	73^	51^	32^	32^	197^	436	
SAT. 12.00N 30 ABC FV					86	86	B	3.9	14	335	1275	224	60	256	171	209	224	85	32	105	73	73	51	32	32	197	436		
ABC WIDE WORLD SPORTS SP.(S)					134			A	3.2	11	275	1244	346^	33^	346^	127^	218^	218^	176^	128^	681^	193^	422^	403^	411^	172^	25^	25^	
2 SAT. 1.30P 90 ABC SA					77			A	2.9	10	249	1181	353^	37^	353^	124^	245^	245^	206^	108^	668^	209^	422^	406^	387^	181^	64^	64^	
1.30 - 2.00								A	3.9	13	335	1284	306^	18^	306^	126^	198^	198^	135^	108^	779^	221^	507^	493^	459^	189^	17^	17^	
2.00 - 2.30								A	2.9	10	249	1213	378^	45^	378^	128^	213^	213^	193^	165^	533^	132^	288^	266^	533^	135^	LT	LT	
2.30 - 3.00																													
ALVIN AND THE CHIPMUNKS					2	186	199	A	7.4	26	636	1714	324	132^	354	222	259	185^	96^	81^	193^	132^	162^	113^	30^	31^	180^	587	
SAT. 11.00A 30 NBC CA					89	99	B	7.4	26	636	1714	324	132	354	222	259	185	96	81	193	132	162	113	30	31	180	587		
AMERICAN BANDSTAND					2	145	140	A	2.3	8	198	1621	464^	56^	484^	379^	398^	399^	86^	50^	425^	303^	344^	217^	91^	81^	197^	359^	
SAT. 12.30P 60 ABC PC					75	65	B	2.3	8	198	1621	464	56	484	379	398	399	86	50	425	303	344	217	91	81	197	359		
12.30 - 1.00								A	2.4	8	206	1777	543^	34^	567^	460^	499^	490^	98^	43^	414^	296^	341^	263^	98^	73^	214^	456^	
1.00 - 1.30								A	2.2	7	189	1429	370^	80^	386^	280^	280^	296^	74^	59^	423^	301^	333^	159^	74^	90^	175^	260^	
BERENSTAIN BEARS					2	195	194	A	3.3	22	283	1654	184^	92^	215^	137^	158^	114^	59^	32^	109^	LT	35^	35^	35^	74^	199^	782	
SAT. 8.00A 30 CBS CA					96	96	B	3.3	22	283	1654	184	92	215	137	158	114	59	32	109	LT	35	35	35	74	199	782		

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
WK # DAY		START TIME		DUR		NET		TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. SHARE % (0,000)		TOTAL PERSONS OF (2+)		LADY WORK- ING HOUSEWOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
																						TOTAL		18-34		18-49		25-34		35-44		45+		TOTAL		18-34		18-49		25-34		35-44		45+		TOTAL FEM.		TOTAL M-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
WEEKEND DAYTIME CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
BUGS BUNNY/LOONEY TUNES-1										2	206	207	A	3.0	20	258	2500	270^	85v	270^188^	188^180^	LT	65v	135^	42v	105v	78v	63v	30v	598	LT	1497	1067																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
SAT. 8.00A 30 ABC CA										99	99	B	3.0	20	258	2500	270	85	270 188	188 180	LT	65	135	42	105	78	63	30	598	LT	1497	1067																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
BUGS BUNNY/LOONEY TUNES-2										2	207	208	A	4.5	22	387	2116	333^137^	333^168^	168^182^	122^129^	169^	50v	131^110^	102^	38v	455	LT	1159	723																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
SAT. 8.30A 30 ABC CA										99	99	B	4.5	22	387	2116	333 137	333 168	168 182	122 129	169	50	131 110	102	38	455	LT	1159	723																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
CBS COLLEGE FOOTBALL PRE										2	201	199	A	4.7	15	404	1386	480 178^	547 238^	323^289^	111^224^	597 320^	406	382	140^191^	104^	12v	138^	55v																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
1 SAT. 3.30P 5 CBS SC										97	97	B	4.7	15	404	1386	480 178	547 238	323 289	111 224	597 320	406	382	140 191	104	12	138	55																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K # Y	AVG AUD. SHARE %	AVG AUD. SHARE % (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11							
														WOMEN					MEN													
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+							
WEEKEND DAYTIME CONT'D																																
SUPERPOWERS TEAM														A	4.8	17	412	1840	246^108^	246^	92^	204^218^	154^	28^	233^140^	140^103^	14^	79^	373	150^	988	712
SAT. 10.00A 30 ABC CA														B	4.8	17	412	1840	246 108	246	92	204 218	154	28	233 140	140 103	14	79	373 150	988 712		
13 GHOSTS OF SCOOBY-DOO														A	4.2	15	361	1839	275^ 97^	305^147^	210^181^	116^	95^	138^130^	138^107^	LT	LT	354^155^	1042	704		
SAT. 10.30A 30 ABC CA														B	4.2	15	361	1839	275 97	305 147	210 181	116	95	138 130	138 107	LT	LT	354 155	1042 704			
THIS WEEK-DAVID BRINKLEY														A	3.6	10	309	1521	690 197^	738 168^	219^244^	237^393^	618 143^	149^181^	239^382^	61^	52^	104^	16^			
SUN. 11.30A 60 ABC N														B	3.8	12	326	1545	661 161^	737 205^	247^258^	206^370^	647 185^	199^189^	250^375^	64^	44^	97^	35^			
11.30 - 12.00														A	3.4	10	292	1427	684 216^	705 126^	186^225^	251^393^	567 99^	99^164^	221^373^	50^	50^	105^	LT			
12.00 - 12.30														A	3.9	11	335															
MUZZLES														A	4.5	22	387	1669	206^ 83^	242^165^	196^109^	31^	46^	45^	LT	45^	45^	45^	LT	209^	57^	
SAT. 8.30A 30 CBS CA														B	4.5	22	387	1669	206 83	242 165	196 109	31	46	45	LT	45	45	45	LT	209 57	1173 814	

KEY: A-CURRENT REPORT B-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. SEPT. 16, 1985

NIELSEN NATIONAL TV AUDIENCE ESTIMATES																									
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45								
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	12,030 14.0					30,410 35.4					NFL MONDAY NIGHT FOOTBALL PITTSBURGH VS CLEVELAND (9:00-12:11AM)(SD)(-OP)													
	ABC TV	HARDCASTLE & MCCORMICK (R)(SD)																							
	AVERAGE AUDIENCE (Households (000) & %)	8,250 9.6					9.2*	9.9* 16 *			15,550 18.1		18.3* 31	21.0* 32 *		20.4* 32 *		18.3* 31 *							
	SHARE OF AUDIENCE %	16					16 *	16 *			17.0		19.5	20.8		21.2		20.7		20.1	18.7	17.8			
AVG. AUD. BY ¼ HR. %		9.3					9.1	9.8			10.1		17.0		19.5		20.8		21.2		20.7		20.1	18.7	17.8
E E K 2	TOTAL AUDIENCE (Households (000) & %)	14,860 17.3					17,010 19.8					16,320 19.0					16,060 18.7								
	CBS TV	SCARECROW & MRS. KING (R)(SUB-SD)					KATE & ALLIE (R)					HEWHART (R)(SD)					CAGNEY & LACEY (R)								
	AVERAGE AUDIENCE (Households (000) & %)	11,600 13.5					12.7*	14.2* 22 *			14,260 16.6		16.1	13,830 16.1		11,850 13.8		13.8* 24	13.8* 22 *		13.8* 25 *				
	SHARE OF AUDIENCE %	22					21 *	22 *			25		24	24		24		24	22 *		25 *				
AVG. AUD. BY ¼ HR. %		12.0					13.4	13.9			14.6		16.3		16.9		16.1		16.1		13.9		13.8	13.6	14.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	17,950 20.9					20,620 24.0					NBC MONDAY NIGHT MOVIES MIA FRODO (SD)													
	NBC TV	NBC ALL-STAR HOUR (SD)																							
	AVERAGE AUDIENCE (Households (000) & %)	13,570 15.8					15.1*	16.5* 25 *			11,850 13.8		14.1* 21 *	14.8* 22 *		14.0* 23 *		12.5* 23 *							
	SHARE OF AUDIENCE %	25					25 *	25 *			22		21 *	22 *		23 *		23 *							
AVG. AUD. BY ¼ HR. %		14.4					15.8	16.5			16.6		14.1		14.1		14.9		14.7		14.2		13.7	13.0	12.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	16,410 19.1					30,320 35.3					NFL MONDAY NIGHT FOOTBALL L.A. RAMS VS SEATTLE (9:00-12:08AM)(-OP)													
	ABC TV	HARDCASTLE & MCCORMICK (SD)																							
	AVERAGE AUDIENCE (Households (000) & %)	12,710 14.8					13.9*	15.6* 24 *			15,290 17.8		17.5* 26 *	19.3* 28 *		19.3* 28 *		17.2* 27 *							
	SHARE OF AUDIENCE %	23					22 *	24 *			29		26 *	28 *		28 *		27 *							
AVG. AUD. BY ¼ HR. %		13.4					14.5	15.4			15.7		16.9		18.0		19.0		19.6		19.4		19.3	17.2	17.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	18,730 21.8					24,310 28.3					SPECIAL MOVIE PRSNT-MON (ZZ) & MOE (SD)													
	CBS TV	SCARECROW & MRS. KING (SD)																							
	AVERAGE AUDIENCE (Households (000) & %)	14,950 17.4					16.9*	17.8* 26 *			15,380 17.9		18.2* 26 *	18.4* 27 *		17.8* 27 *		17.2* 29 *							
	SHARE OF AUDIENCE %	26					26 *	26 *			27		26 *	27 *		27 *		29 *							
AVG. AUD. BY ¼ HR. %		16.3					17.6	17.9			17.8		18.1		18.4		18.7		18.1		18.3		17.4	17.3	17.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	20,360 23.7					27,660 32.2					NBC MONDAY NIGHT MOVIES FAMILY TIES VACATION													
	NBC TV	TV BLOOPERS & PRAC. JOKES (SD)																							
	AVERAGE AUDIENCE (Households (000) & %)	14,770 17.2					16.4*	17.9* 26 *			18,980 22.1		22.4* 33	23.5* 34 *		22.4* 34 *		20.3* 34 *							
	SHARE OF AUDIENCE %	26					25 *	26 *			33		32 *	34 *		34 *		34 *							
AVG. AUD. BY ¼ HR. %		16.0					16.9	17.5			18.3		21.8		22.9		23.5		23.6		22.7		22.1	21.2	19.4
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	50.9	52.2	54.0	56.5	59.1	61.2	64.0	66.6	66.8	67.2	66.4	65.6	63.2	60.2	57.1	53.6							
		WK. 2	58.8	59.7	60.8	62.1	63.8	65.9	67.1	68.4	69.3	69.6	69.6	68.6	67.0	64.6	61.3	57.8							

U.S. TV Households: 85,900,000

For explanation of symbols, See page A

EVE. MON. SEPT. 23, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. SEPT. 17, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)								13,400 15.6		20,960 24.4							
	ABC TV								REAGAN NEWS CONF.-ABC (8:00-8:39PM) (SUS)(-OP)	WHO'S THE BOSS? (8:39-9:00PM) (R)(OP)				OUR FAMILY HONOR (9:00-10:54PM)(SD)				
	AVERAGE AUDIENCE (Households (000) & %)								11,770 13.7		13,230 15.4	14.3*		15.9*		15.8*		15.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %								22 12.8		25 14.1	22* 14.6		25* 15.9		26* 15.5		29* 15.3
E E K 2	TOTAL AUDIENCE (Households (000) & %)								18,810 21.9							15,380 17.9		
	CBS TV								REAGAN NEWS CONF.-CBS (8:00-8:39PM) (SUS)(-OP)				CBS TUESDAY NIGHT MOVIES SUNSET LIMOUSINE (8:39-10:39PM) (R)(SD)(OP)(-OP)				WEST 57TH (10:39-11:39PM) (SD)(OP)(-OP)	
	AVERAGE AUDIENCE (Households (000) & %)								9,020 10.5	7.9*		10.1*		10.8*		12.1*	8,590 10.0	10.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %								17 8.2	13* 7.8		15* 10.1		17* 10.8		19* 12.2	21 10.2	19* 9.9
E E K 3	TOTAL AUDIENCE (Households (000) & %)								21,990 25.6				21,820 25.4				17,270 20.1	
	NBC TV								REAGAN NEWS CONF.-NBC (8:00-8:39PM) (SUS)(-OP)		A TEAM (8:39-9:30PM) (R)(SD)(OP)			BOB HOPE BUYS NBC			REMINGTON STEELE (10:39-11:30PM) (R)(-OP)	
	AVERAGE AUDIENCE (Households (000) & %)								15,980 18.6	15.7*		20.6*	18.2	19.2*		17.1*	14.2	13.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %								29 15.0	25* 16.0		31* 20.2	29 19.0	29* 19.4		28* 16.9	28 13.0	25* 14.4
W E E K 4	TOTAL AUDIENCE (Households (000) & %)								19,930 23.2	17,610 20.5		19,330 22.5			13,140 15.3			
	ABC TV								WHO'S THE BOSS?	GROWING PAINS			MOONLIGHTING (SD)		OUR FAMILY HONOR			
	AVERAGE AUDIENCE (Households (000) & %)								17,520 20.4	15,890 18.5		15,120 17.6	17.6*	17.7*	10,050 11.7	12.3*		11.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %								33 19.7	28 21.1		27 17.8	26* 17.4	27* 17.7	20 12.6	20* 12.0		19* 10.9
E E K 5	TOTAL AUDIENCE (Households (000) & %)								10,850 12.4			18,210 21.2						
	CBS TV									HOMETOWN (SD)				CBS TUESDAY NIGHT MOVIES THE OTHER LOVER (SD)				
	AVERAGE AUDIENCE (Households (000) & %)								6,790 7.9	7.7*		11,850 13.8	12.2*	13.0*		14.8*		14.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %								12 7.8	12* 7.8		22 11.4	18* 13.0	20* 12.7		24* 14.9		26* 15.1
E E K 6	TOTAL AUDIENCE (Households (000) & %)								26,110 30.4						18,730 21.8			
	NBC TV										A TEAM (SD)					REMINGTON STEELE		
	AVERAGE AUDIENCE (Households (000) & %)								17,180 20.0	18.3*		21.1*	20.9*	19.7*	15,460 18.0	18.4*		17.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %								31 17.7	29* 18.9		32* 20.9	31* 20.5	30* 18.9	30 18.4	30* 18.4		31* 17.9

TV HOUSEHOLDS USING TV	WK. 1	50.8	52.4	54.5	57.3	58.8	60.3	62.6	63.3	64.6	65.5	65.2	64.3	60.5	58.9	54.9	51.0
(See Def. 1)	WK. 2	53.2	55.9	57.4	59.6	61.6	63.7	65.6	66.9	66.5	66.8	66.3	65.0	61.8	60.3	58.6	56.3

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.TUE. SEPT. 24, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. SEPT.18, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)	19,410 22.6															
	ABC TV	48/85															
	AVERAGE AUDIENCE (Households (000) & %)	9,110 10.6	9.5*		10.0*			10.9*		11.4*		11.6*		10.3*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	18 9.3	17 *	9.9	16 *	10.2	11.0	17 *	10.8	11.3	11.5	11.8	11.4	11.0	9.7		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	17,090 19.9															
	CBS TV	STIR CRAZY (80S-80) CHARLIE & COMPANY GEORGE BURNS COMEDY (80) EQUALIZER															
	AVERAGE AUDIENCE (Households (000) & %)	12,370 14.4	14.1*		14.7*		13,830 16.1		12,460 14.5		15,720 18.3		18.2*		18.4*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	24 13.5	25 *	14.9	24 *	14.5	25 16.0	16.3	23 14.1	14.9	32 18.0	31 *	18.4	18.9	34 *	17.9	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	21,300 24.8															
	NBC TV	HIGHWAY TO HEAVEN (80) HELL TOWN (80) ST. ELSEWHERE															
	AVERAGE AUDIENCE (Households (000) & %)	16,240 18.9	17.4*		20.4*		16,060 18.7		17.9*		12,630 14.7		15.1*		14.3*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	32 16.7	30 *	19.9	33 *	21.0	30 17.8	28 *	17.9	31 *	26 15.5	25 *	14.7	14.4	26 *	14.3	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	19,160 22.3															
	ABC TV	INSIDERS (80) DYNASTY (80) HOTEL															
	AVERAGE AUDIENCE (Households (000) & %)	12,800 14.9	13.4*		16.3*		24,140 28.1		27.4*		18,300 21.3		21.9*		20.8*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	24 13.4	22 *	15.2	25 *	17.5	42 27.0	41 *	27.8	43 *	35 22.0	35 *	21.8	21.1	35 *	20.4	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	11,510 13.4															
	CBS TV	STIR CRAZY (80S-80) CHARLIE & COMPANY GEORGE BURNS COMEDY (80) EQUALIZER															
	AVERAGE AUDIENCE (Households (000) & %)	7,730 9.0	9.0*		9.0*		9,020 10.5		9,110 10.6		12,280 14.3		14.6*		14.1*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	14 9.4	15 *	8.7	14 *	9.2	16 10.0	11.0	16 10.5	10.8	23 14.4	23 *	14.7	14.3	24 *	13.9	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	22,590 26.3															
	NBC TV	HIGHWAY TO HEAVEN (80) HELL TOWN ST. ELSEWHERE															
	AVERAGE AUDIENCE (Households (000) & %)	17,950 20.9	20.3*		21.5*		12,970 15.1		14.7*		11,850 13.8		13.8*		13.8*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	33 19.2	33 *	21.8	33 *	21.3	22 14.7	22 *	14.7	23 *	13.5	22 *	14.0	13.8	23 *	13.8	
TV HOUSEHOLDS USING TV WK. 1		49.8	51.9	53.4	54.8	55.8	59.0	61.0	62.8	62.9	63.4	62.6	62.9	60.3	58.6	56.7	52.6
(See Def. 1) WK. 2		54.0	55.8	56.3	57.5	59.9	61.9	63.5	65.3	66.0	67.3	67.8	67.7	63.8	62.7	60.4	56.0

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.WED. SEPT.25, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. SEPT.19, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE (Households (000) & %)		{ 27,320 31.8															
ABC TV		<div> <div>ABC NFL FTBL SPECIAL-THU</div> <div>CHICAGO VS MINNESOTA</div> <div>(8:00-11:17PM)</div> <div>(60.1-60.3)</div> </div>															
AVERAGE AUDIENCE (Households (000) & %)		{ 13,140															
SHARE OF AUDIENCE %		{ 15.3 11.4* 13.9* 15.6* 14.8* 17.8* 17.5*															
AVG. AUD. BY ¼ HR. %		{ 26 20* 23* 25* 24* 29* 30*															
TOTAL AUDIENCE (Households (000) & %)		{ 14,520 16.9															
CBS TV		<div> <div>MAGNUM, P.I.</div> <div>(R)(SD)</div> </div> <div> <div>SIMON & SIMON</div> <div>(R)(SD)</div> </div> <div> <div>HOMETOWN</div> <div>(R)</div> </div>															
AVERAGE AUDIENCE (Households (000) & %)		{ 10,310															
SHARE OF AUDIENCE %		{ 12.0 10.7* 13.3* 14.8 14.7* 15.0* 11.3 11.5* 11.1*															
AVG. AUD. BY ¼ HR. %		{ 19 18* 21* 23 23* 24* 20 19* 20*															
TOTAL AUDIENCE (Households (000) & %)		{ 23,280 27.1															
NBC TV		<div> <div>BILL COSBY SHOW</div> <div>(R)</div> </div> <div> <div>FAMILY TIES</div> <div>(R)(SD)</div> </div> <div> <div>CHEERS</div> <div>(R)</div> </div> <div> <div>NIGHT COURT</div> <div>(R)</div> </div> <div> <div>HILL STREET BLUES</div> <div>(R)</div> </div>															
AVERAGE AUDIENCE (Households (000) & %)		{ 20,270															
SHARE OF AUDIENCE %		{ 23.6 20.6 17.8 16.9 15.1 15.2* 15.0*															
AVG. AUD. BY ¼ HR. %		{ 39 32 28 27 26 26* 27*															
TOTAL AUDIENCE (Households (000) & %)		{ 9,450 11.0															
ABC TV		<div> <div>FALL GUY</div> <div>(R)</div> </div> <div> <div>LADY BLUE</div> <div>(SD)</div> </div> <div> <div>20/20</div> <div>(R)</div> </div>															
AVERAGE AUDIENCE (Households (000) & %)		{ 6,700															
SHARE OF AUDIENCE %		{ 7.8 7.3* 8.3* 11.4 10.7* 12.2* 14.6 14.9* 14.3*															
AVG. AUD. BY ¼ HR. %		{ 12 11* 13* 17 16* 18* 23 23* 23*															
TOTAL AUDIENCE (Households (000) & %)		{ 23,540 27.4															
CBS TV		<div> <div>MAGNUM, P.I.</div> <div>(SD)</div> </div> <div> <div>KNOTS LANDING</div> <div>(R)</div> </div>															
AVERAGE AUDIENCE (Households (000) & %)		{ 14,950															
SHARE OF AUDIENCE %		{ 17.4 14.9* 17.2* 18.3* 19.3* 18.730															
AVG. AUD. BY ¼ HR. %		{ 26 23* 26* 27* 29* 34 21.8 21.7* 21.9*															
TOTAL AUDIENCE (Households (000) & %)		{ 29,810 34.7															
NBC TV		<div> <div>BILL COSBY SHOW</div> <div>(R)</div> </div> <div> <div>FAMILY TIES</div> <div>(SD)</div> </div> <div> <div>CHEERS</div> <div>(R)</div> </div> <div> <div>NIGHT COURT</div> <div>(SD)</div> </div> <div> <div>HILL STREET BLUES</div> <div>(R)</div> </div>															
AVERAGE AUDIENCE (Households (000) & %)		{ 27,140															
SHARE OF AUDIENCE %		{ 31.6 29.6 26.0 22.9 18.0 18.5* 17.5*															
AVG. AUD. BY ¼ HR. %		{ 48 45 39 34 28 28* 28*															

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

49.0	50.4	52.0	55.5	59.5	62.1	63.1	64.0	63.8	64.9	63.2	62.7	59.9	59.2	57.2	54.8
56.6	58.1	59.4	61.6	64.6	66.3	66.2	66.6	66.5	67.2	67.0	66.9	65.6	65.7	63.6	60.6

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.THU. SEPT.26, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E K	TOTAL AUDIENCE (Households (000) & %)	16,660 19.4				18,980 22.1				SPENSER: FOR HIRE (9:00-10:07PM)(60)								
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	11,850 13.8 25	13.3* 24 *			14.3* 25 *				12,030 14.0 24	13.4* 23 *		14.1* 23 *		14.5* 25 *		13.9* 25 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	12.9	13.8	14.6	14.0	13.4	13.5	13.8	14.4	14.7	14.2	14.3	13.5					
W E K	TOTAL AUDIENCE (Households (000) & %)	9,620 11.2	15,980 18.6				12,370 14.4				FALCON CREST (R)							
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	7,820 9.1 17				10,820 12.8 21	10.2* 18 *			13.4* 23 *	14.2* 23 *		9,880 11.5 20	11.2* 19 *		11.8* 21 *		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	8.9	9.2	9.5	10.9	13.1	13.8	14.2	14.2	11.1	11.3	11.7	11.9					
W E K	TOTAL AUDIENCE (Households (000) & %)	20,270 23.6	18,730 21.8				KNIGHT RIDER (60)				MIAMI VICE (R)							
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	13,140 15.3 26	13.0* 24 *			15.0* 26 *				16.2* 27 *	17.1* 28 *		14,600 17.0 30	16.9* 29 *		17.0* 30 *		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	12.4	13.5	15.0	15.1	15.8	16.6	17.2	17.1	16.7	17.2	17.0	17.0					
W E K	TOTAL AUDIENCE (Households (000) & %)	14,090 16.4	11,600 13.5				9,790 11.4				7,390 8.6				SPENSER: FOR HIRE			
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	11,850 13.8 24				9,960 11.6 19				7,730 9.0 14	8.9* 14 *		9.2* 14 *		5,410 6.3 10	6.2* 10 *		6.4* 10 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	13.0	14.5	11.8	11.4	8.8	8.9	9.5	8.9	6.5	5.9	6.3	6.5					
W E K	TOTAL AUDIENCE (Households (000) & %)	22,250 25.9	24,830 28.9				TWILIGHT ZONE (SUS-60)				DALLAS (60)							
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	15,200 17.7 30	16.6* 29 *			18.7* 31 *				20,270 23.6 37	22.4* 34 *		23.7* 36 *		24.5* 39 *		24.0* 39 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	17.1	16.2	18.0	19.4	21.8	23.0	23.5	23.9	24.4	24.6	24.3	23.6					
W E K	TOTAL AUDIENCE (Households (000) & %)	16,580 19.3	27,830 32.4				KNIGHT RIDER (60)				MIAMI VICE							
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	12,110 14.1 24	12.4* 22 *			15.8* 26 *				19,930 23.2 37	22.4* 34 *		22.9* 35 *		23.4* 38 *		24.2* 39 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	11.6	13.3	15.1	16.5	22.1	22.7	23.0	22.7	23.2	23.6	24.3	24.1					
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	45.7	47.1	48.5	51.4	53.6	55.2	57.4	58.1	58.9	60.0	60.3	60.6	58.8	58.1	56.8	55.0
U.S. TV Households: 85,900,000		WK. 2	51.8	53.3	53.8	54.9	55.9	57.5	58.8	61.4	64.6	65.4	65.6	64.7	62.7	62.2	62.0	60.8

For explanation of symbols: See page A.

For explanation of symbols, See page A.

EVE.FRI. SEPT.27, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. SEPT.21, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		{		16,660 19.4		18,640 21.7											
ABC TV				HOLLYWOOD BEAT (SD)		LINE STREET (SD)											
AVERAGE AUDIENCE (Households (000) & %)		{		10,740 12.5		11.1*		12.6*		13.9*		14.7		14.8*		14.9*	
SHARE OF AUDIENCE %		{		23		22 *		23 *		25 *		26		26 *		27 *	
AVG. AUD. BY ¼ HR. %		{		10.7		11.4		12.2		13.1		13.7		14.1		15.1	
TOTAL AUDIENCE (Households (000) & %)		{		10,570 12.3		13,230 15.4											
CBS TV				AIRWOLF (R)(SD)		CBS SATURDAY NIGHT MOVIE USED CARS (R)(SD)											
AVERAGE AUDIENCE (Households (000) & %)		{		7,650 8.9		8.5*		9.3*		6,360 7.4		7.2*		7.1*		7.4*	
SHARE OF AUDIENCE %		{		17		17 *		17 *		13		13 *		13 *		13 *	
AVG. AUD. BY ¼ HR. %		{		8.0		8.9		9.3		9.3		7.6		6.8		7.2	
TOTAL AUDIENCE (Households (000) & %)		{		16,060 18.7		16,040 21.0		21,560 25.1		20,100 23.4		18,810 21.9					
NBC TV				GIMME A BREAK		FACTS OF LIFE (M)		GOLDEN GIRLS		227		HUNTER					
AVERAGE AUDIENCE (Households (000) & %)		{		13,740 16.0		15,980 18.6		19,330 22.5		17,700 20.6		15,630 18.2		18.3*		18.0*	
SHARE OF AUDIENCE %		{		31		34		40		37		33		33 *		33 *	
AVG. AUD. BY ¼ HR. %		{		14.7		17.2		17.9		19.3		21.7		23.3		20.2	
TOTAL AUDIENCE (Households (000) & %)		{		10,480 12.2		13,740 16.0		13,740 16.0		13,740 16.0		13,740 16.0		13,740 16.0		13,740 16.0	
ABC TV				HOLLYWOOD BEAT (SD)		LINE STREET (SD)		LOVE BOAT									
AVERAGE AUDIENCE (Households (000) & %)		{		7,820 9.1		9.1*		10,570 12.3		11.6*		12.9*		10,820 12.6		12.8*	
SHARE OF AUDIENCE %		{		18		16 *		21		19 *		22 *		22		23 *	
AVG. AUD. BY ¼ HR. %		{		9.4		8.9		8.9		9.2		11.7		11.6		12.6	
TOTAL AUDIENCE (Households (000) & %)		{		19,920 16.2		21,900 25.5											
CBS TV				AIRWOLF (SD)		CBS SATURDAY NIGHT MOVIE NATIONAL LAMPOON'S VACATION (SD)											
AVERAGE AUDIENCE (Households (000) & %)		{		10,310 12.0		11.5*		13,400 15.6		14.1*		15.5*		16.5*		16.5*	
SHARE OF AUDIENCE %		{		21		21 *		27		24 *		26 *		29 *		30 *	
AVG. AUD. BY ¼ HR. %		{		11.5		11.6		12.4		12.4		13.6		14.6		15.5	
TOTAL AUDIENCE (Households (000) & %)		{		15,290 17.8		17,270 20.1		18,210 21.2		14,520 16.9		15,200 17.7					
NBC TV				GIMME A BREAK		FACTS OF LIFE (SD)		GOLDEN GIRLS		227 (SD)		HUNTER					
AVERAGE AUDIENCE (Households (000) & %)		{		12,800 14.9		15,030 17.5		18,320 19.0		13,400 15.6		12,030 14.0		14.2*		13.9*	
SHARE OF AUDIENCE %		{		27		30		32		26		25		25 *		25 *	
AVG. AUD. BY ¼ HR. %		{		14.0		15.8		16.7		18.4		18.7		19.3		16.1	
TV HOUSEHOLDS USING TV (See Def. 1)		{		WK. 1 44.7		45.2		47.3		48.3		50.1		52.7		54.2	
		{		WK. 2 46.7		48.2		49.6		51.8		54.6		56.2		57.7	
		{															

U.S. TV Households: 85,900,000

(1) CBS COLLEGE FOOTBALL, TEXAS VS STANFORD & UCLA VS WASHINGTON, CBS, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

EVE.SAT. SEPT.28, 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 3,180
(Households (000) & %) { 3.7

ABC TV

ABC
WEEKEND
REPORT-
SAT.

AVERAGE AUDIENCE { 3,090
(Households (000) & %) { 3.6
SHARE OF AUDIENCE % 9
AVG. AUD. BY ¼ HR. % 3.6

W

E

E

K

1

TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE { 11,600
(Households (000) & %) { 13.5

NBC TV

SATURDAY NIGHT
(11:30-12:31AM)
(SUSTAINING 12:31-1:00AM)

AVERAGE AUDIENCE { 6,180
(Households (000) & %) { 7.2 8.3* 7.1* 5.7*
SHARE OF AUDIENCE % 22 22* 22* 22*
AVG. AUD. BY ¼ HR. % 8.4 8.2 7.9 6.4 5.8 5.3

TOTAL AUDIENCE {
(Households (000) & %) {

ABC TV

ABC
WEEKEND
REPORT-
SAT.

AVERAGE AUDIENCE { 2,750
(Households (000) & %) { 3.2
SHARE OF AUDIENCE % 8
AVG. AUD. BY ¼ HR. % 3.2

W

E

E

K

2

TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE { 11,680
(Households (000) & %) { 13.6

NBC TV

SATURDAY NIGHT
(11:30-12:31AM)
(SUSTAINING 12:31-1:00AM)

AVERAGE AUDIENCE { 6,700
(Households (000) & %) { 7.8 9.2* 7.8* 6.2*
SHARE OF AUDIENCE % 24 24* 24* 24*
AVG. AUD. BY ¼ HR. % 9.4 9.0 8.1 7.5 6.5 5.8

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

50.9	46.9	40.7	36.2	33.3	29.8	26.5	24.4	21.4	19.0	16.9	15.5	13.4	12.0	10.9	9.9
50.2	47.1	40.4	36.5	33.2	31.0	27.7	24.0	20.7	18.6	16.5	14.5	12.5	11.4	10.1	8.8

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE. SAT. SEPT. 28, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. SEPT.22, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE
(Households (000) & %)

12,540	30,320
14.6	35.3

 RIPLEY'S BELIEVE IT-NOT
(R)

 EMMY AWARDS
(60)

ABC TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

8,070				15,980												
9.4	8.9*		9.9*	18.6	15.8*		19.2*		20.5*	21.0*		18.4*		16.7*		
16	16*		17*	29	25*		29*		30*	31*		29*		29*		
8.5	9.3	9.4	10.3	13.9	17.6	18.8	19.6	20.1	21.0	21.6	20.4	19.4	17.4	16.8	16.6	

TOTAL AUDIENCE
(Households (000) & %)

24,570	15,550	12,970	12,890
28.6	18.1	15.1	15.0

(1)
(-OP)
 60 MINUTES
(7:17-8:17PM)
(OP)(-OP)

 MURDER, SHE WROTE
(8:17-9:17PM)
(R)(SD)(OP)(-OP)

 CRAZY LIKE A FOX
(9:17-10:17PM)
(R)(SD)(OP)(-OP)

 TRAPPER JOHN, M.D.
(10:17-11:17PM)
(R)(OP)

CBS TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

16,660				11,170					9,280			9,280				
19.4			19.9*	13.0	10.8*		13.0*		10.8	10.5*		10.8		10.7*		
33			34*	20	20		20*		16	16*		19		18*		
13.5	16.7	19.3	20.6	20.9	12.1	12.8	13.1	14.0	10.7	10.2	10.9	11.4	10.5	10.8	10.5	

TOTAL AUDIENCE
(Households (000) & %)

10,140	11,850	21,900	
11.8	13.8	25.5	

PUNKY
BREWSTER

SILVER SPOONS

 NBC SUNDAY NIGHT MOVIE
EARTH'S FINAL FURY
(R)(SD)

NBC TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

7,040	10,050	11,170							13,0*	13.5*		14.5*		14.0*		
8.2	11.7	13.0	10.8*		12.0*				19*	20*		23*		24*		
15	20	20	17*		18*				13.2	13.4	13.7	14.5	14.5	14.3	13.8	
6.7	9.7	10.9	12.4	10.2	11.9	11.7	12.3	12.7	13.2	13.4	13.7	14.5	14.5	14.3	13.8	

TOTAL AUDIENCE
(Households (000) & %)

11,680	13,400	22,330	
13.6	15.6	26.0	

 RIPLEY'S BELIEVE IT-NOT
(R)

 MACGYVER
(60)

 ABC SUNDAY NIGHT MOVIE
FOOTSTIE
(9:00-11:10PM)(SD)

ABC TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

7,390				9,360					13,740							
8.6	7.6*		9.6*	10.9	9.7*		12.1*		16.0	15.4*		16.6*		16.4*		15.3*
15	14*		16*	17	15*		18*		25	23*		24*		25*		24*
7.3	7.8	9.5	9.7	9.7	9.7	11.4	12.8	15.0	15.7	16.7	16.6	16.8	16.0	15.4	15.3	

TOTAL AUDIENCE
(Households (000) & %)

25,770	25,940	27,920	
30.0	30.2	32.5	

60 MINUTES

 MURDER, SHE WROTE
(60)

 SPECIAL MOVIE PRSNT-SUN
AMOS
(60)

CBS TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

19,070				20,960					21,050							
22.2	20.6*		23.9*	24.4	22.9*		26.0*		24.5	24.8*		24.0*		24.8*		24.2*
38	37*		40*	37	36*		39*		37	36*		35*		37*		38*
18.9	22.2	23.5	24.2	22.2	23.6	25.7	26.3	25.2	24.3	23.9	24.1	24.9	24.8	24.2	24.3	

TOTAL AUDIENCE
(Households (000) & %)

9,710	11,080	21,390	19,070	25,250
11.3	12.9	24.9	22.2	29.4

(2)
(-OP)
 NFL FTBL
POST 2
(7:10-7:30PM)
(OP)
PUNKY
BREWSTER

AMAZING STORIES

 ALFRED HITCHCOCK
PRESENTS
(60)

 NBC SUNDAY NIGHT MOVIE
FIRST BLOOD
(R)

NBC TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

9,980	8,930	18,900	17,350	17,950
11.6	10.4	22.0	20.2	20.9
22	18	34	30	31
16.3	11.6	9.7	11.2	18.7
		21.6	22.4	20.7
		20.5	20.0	21.2
				21.4
				21.5
				21.5
				22.1
				20.0

TV HOUSEHOLDS USING TV
(See Def. 1)

WK. 1	54.2	55.4	57.9	60.6	63.0	64.1	64.9	66.9	68.1	67.9	67.7	66.7	64.7	61.8	58.9	56.4
WK. 2	55.3	56.8	58.8	60.9	63.3	64.7	66.3	67.7	67.7	68.3	68.9	68.3	67.7	66.2	64.4	62.4

U.S. TV Households: 85,900,000

(1) CBS NFL FOOTBALL GAME 2, SAN FRANCISCO VS L.A. RAIDERS, CBS, (4:22-7:17PM)

(2) NFL FOOTBALL GAME 2-NBC, VARIOUS TEAMS AND TIMES, NBC, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

EVE.SUN. SEPT.29, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. SEPT.22, 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 3,180
(Households (000) & %) { 3.7
(1)

ABC TV

AVERAGE AUDIENCE { 3,010
(Households (000) & %) { 3.5
SHARE OF AUDIENCE % 10
AVG. AUD. BY ¼ HR. % 3.6 3.2

W

TOTAL AUDIENCE { 4,210
(Households (000) & %) { 4.9
(2) CBS SUNDAY
(-OP) (11:17-11:32PM)
(OP)

E

CBS TV

AVERAGE AUDIENCE { 3,780
(Households (000) & %) { 4.4
SHARE OF AUDIENCE % 10
AVG. AUD. BY ¼ HR. % 11.4 4.4 4.1

K

1

TOTAL AUDIENCE { 1,370
(Households (000) & %) { 1.8
NBC TV
AVERAGE AUDIENCE { 1,370
(Households (000) & %) { 1.8
SHARE OF AUDIENCE % 6
AVG. AUD. BY ¼ HR. % 1.6

TOTAL AUDIENCE { 1,980
(Households (000) & %) { 2.3
ABC TV
ABC SUNDAY
NIGHT MOVIE
FOOTSYE
(9:00-11:10PM)
AVERAGE AUDIENCE { 1,890
(Households (000) & %) { 2.2
SHARE OF AUDIENCE % 13
AVG. AUD. BY ¼ HR. % 16.8 15.8 2.2

W

TOTAL AUDIENCE { 5,930
(Households (000) & %) { 8.9

E

CBS TV

AVERAGE AUDIENCE { 5,930
(Households (000) & %) { 8.9
SHARE OF AUDIENCE % 13
AVG. AUD. BY ¼ HR. % 8.9

K

2

TOTAL AUDIENCE { 1,630
(Households (000) & %) { 1.9
NBC TV
AVERAGE AUDIENCE { 1,460
(Households (000) & %) { 1.7
SHARE OF AUDIENCE % 6
AVG. AUD. BY ¼ HR. % 1.7

TV HOUSEHOLDS USING TV	WK. 1	50.0	43.9	36.4	30.0	25.5	22.0	19.4	17.0	14.1	12.1	10.3	9.1	8.2	7.2	6.7	6.1
(See Def. 1)	WK. 2	53.8	46.8	36.3	31.9	26.4	22.9	19.9	17.5	14.2	12.7	11.4	9.9	8.5	7.0	6.1	5.6

U.S. TV Households: 85,900,000

(1) ABC WEEKEND REPORT-SUN., ABC, (11:10-11:34PM)

(2) TRAPPER JOHN, M.D., CBS, (10:17-11:17PM)

For explanation of symbols, See page A

EVE.SUN. SEPT.29, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT. 16-20, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{	4,980 5.8		5,410 6.3		(SUS-OP)		
	ABC TV		{	← GOOD MORNING, AMERICA-730 → (CO-OP) (PARTICIPATING) (CO-OP)		← GOOD MORNING, AMERICA-830 → (CO-OP) (PARTICIPATING)				
	AVERAGE AUDIENCE (Households (000) & %)			4,210 4.9		4,550 5.3				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR			26 4.9 4.9		25 5.3 5.2				
TOTAL AUDIENCE (Households (000) & %)		{	2,660 3.1		3,180 3.7		4,120 4.8		3,260 3.8	
CBS TV		{	CBS MORNING NEWS 1		CBS MORNING NEWS 2		\$25,000 PYRAMID (MTWTF)(SUS-OP)		PRESS YOUR LUCK	
AVERAGE AUDIENCE (Households (000) & %)			2,060 2.4		2,410 2.8		3,350 3.9		2,580 3.0	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR			13 2.4 2.4		13 2.8 2.9		18 3.8 4.0		14 2.8 3.1	
TOTAL AUDIENCE (Households (000) & %)		{	4,640 5.4		4,980 5.8		2,580 3.0		3,690 4.3	
NBC TV		{	← TODAY SHOW-7.30AM → (CO-OP) (PARTICIPATING)		← TODAY SHOW-8.30AM → (CO-OP) (PARTICIPATING)		SILVER SPOONS M-F (MTWTF)(SUS-OP)		SALE OF THE CENTURY	
AVERAGE AUDIENCE (Households (000) & %)			3,610 4.2		4,040 4.7		2,060 2.4		3,090 3.6	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR			22 4.2 4.1		22 4.7 4.6		11 2.3 2.5		17 3.4 3.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	5,410 6.3		5,580 6.5				
	ABC TV		{	← GOOD MORNING, AMERICA-730 → (CO-OP) (PARTICIPATING)		← GOOD MORNING, AMERICA-830 → (CO-OP) (PARTICIPATING)				
	AVERAGE AUDIENCE (Households (000) & %)			4,210 4.9		4,550 5.3				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR			23 4.9 4.9		23 5.3 5.3				
TOTAL AUDIENCE (Households (000) & %)		{	3,520 4.1		4,040 4.7		4,470 5.2		3,520 4.1	
CBS TV		{	CBS MORNING NEWS 1		CBS MORNING NEWS 2		\$25,000 PYRAMID		PRESS YOUR LUCK	
AVERAGE AUDIENCE (Households (000) & %)			2,580 2.9		3,180 3.7		3,690 4.1		3,010 3.6	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR			14 2.9 3.2		16 3.5 3.7		18 4.1 4.4		15 3.3 3.6	
TOTAL AUDIENCE (Households (000) & %)		{	5,670 6.6		5,150 6.0		2,290 2.6		3,190 4.4	
NBC TV		{	← TODAY SHOW-7.30AM → (CO-OP) (PARTICIPATING)		← TODAY SHOW-8.30AM → (CO-OP) (PARTICIPATING)		YOUR NUMBER'S UP		SALE OF THE CENTURY	
AVERAGE AUDIENCE (Households (000) & %)			4,210 4.9		4,300 5.0		1,890 2.2		3,260 3.3	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR			23 4.9 4.9		22 5.0 5.0		9 2.1 2.2		16 3.6 3.9	

TV HOUSEHOLDS USING TV	WK 1	13.7	14.2	15.0	17.3	18.8	19.6	19.9	20.5	21.1	22.1	21.9	21.9	21.1	21.2	20.7	20.0
(See Def. 1)	WK 2	13.7	15.6	17.3	19.4	21.3	22.1	22.3	22.6	22.8	23.4	23.5	23.5	23.4	23.5	22.9	21.2

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. SEPT. 23-27, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT. 16 20, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 2,230 2.6		{ 2,150 2.5		{ 3,180 3.7		{ 3,780 4.4		{ 8,330 9.7		{ 8,070 9.4					
	ABC TV	ANGIE		ALL STAR BLITZ		RYAN'S HOPE		LOVING		ALL MY CHILDREN		ONE LIFE TO LIVE (60)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,980 2.3		{ 1,800 2.1		{ 2,660 3.1		{ 3,350 3.9		{ 8,360 7.4		{ 6,010 7.0					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	11	2.2	10	2.1	13	3.0	15	3.2	27	6.6	26 *	7.8 *	27	6.8	26 *	7.2 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,070 5.9		{ 6,530 7.6		{ 8,330 9.7		{ 6,610 7.7		{ 4,900 5.7							
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (50)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		CAPITOL							
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,380 5.1		{ 5,670 6.6		{ 6,100 7.1		{ 5,150 6.0		{ 4,300 5.0							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	24	5.4	30	6.2	28 *	6.9	22 *	6.0	19	4.9	23 *	5.9	22 *	5.0	19 *	5.0 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,610 7.7		{ 4,470 5.2		{ 3,610 4.2		{ 3,010 3.5		{ 6,870 8.0		{ 5,500 6.4					
	NBC TV	WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD (60)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,670 6.6		{ 3,950 4.6		{ 3,090 3.6		{ 2,580 3.0		{ 5,670 6.6		{ 4,210 4.9					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	31	6.8	21	4.6	15	3.5	12	3.0	24 *	6.6	19	4.9	25 *	5.0 *	19 *	5.0 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 2,830 3.3		{ 2,660 3.1		{ 3,260 3.8		{ 4,300 5.0		{ 8,500 9.9		{ 8,590 10.0					
	ABC TV	THREE'S A CROWD DAYTIME		ALL STAR BLITZ (M-TH)(OP)		RYAN'S HOPE		LOVING		ALL MY CHILDREN		ONE LIFE TO LIVE (60)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,410 2.8		{ 2,150 2.5		{ 2,750 3.2		{ 3,690 4.3		{ 8,530 7.6		{ 6,360 7.4					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	12	2.8	11	2.4	12	3.1	16	4.5	26	7.5	26 *	7.3 *	26 *	7.4	27 *	7.5 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,760 6.7		{ 7,300 8.5		{ 8,680 10.1		{ 7,040 8.2		{ 4,810 5.6							
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (60)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		CAPITOL							
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,900 5.7		{ 6,270 7.3		{ 6,360 7.4		{ 5,410 6.3		{ 4,470 5.2							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	24	6.0	30	7.1	28 *	7.4	22 *	6.2	23 *	5.2	26 *	6.4	21 *	4.8	18	5.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,870 8.0		{ 4,900 5.7		{ 3,520 4.1		{ 3,090 3.6		{ 7,130 8.3		{ 5,500 6.4					
	NBC TV	WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD (60)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,840 6.8		{ 4,210 4.9		{ 3,010 3.5		{ 2,580 3.0		{ 5,500 6.4		{ 4,210 4.9					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	29	6.9	20	4.9	13	3.5	11	3.0	22 *	6.2 *	17	4.8	23 *	5.0 *	17 *	4.8 *
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	21.0	21.6	21.5	22.4	24.3	25.7	25.7	26.0	26.6	27.2	27.0	27.2	26.6	26.6	26.3
		WK. 2	23.6	24.5	24.5	25.1	26.5	27.7	27.2	27.5	28.4	29.4	29.4	29.6	28.5	28.6	28.6

U.S. TV Households: 85,900,000

For explanation of symbols, See page A

DAY MON.-FRI. SEPT. 23-27, 1985

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	9,620 11.2	GENERAL HOSPITAL												9,790 11.4	ABC WORLD NEWS TONIGHT	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	7,560 8.8	8.5*		9.2*										8,420 9.8		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	30 8.2	30 *	9.3	31 *	9.1									21 9.7	9.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,220 8.4	GUIDING LIGHT (60)												1,980 2.3	10,820 12.6	CBS EVENING NEWS- RATHER
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,760 6.7	6.5*		6.9*		1,630 1.9								9,360 10.9		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	23 6.4	23 *	6.9	23 *	6.9	6	1.8	1.9						23 10.8	10.9	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	4,300 5.0	SANTA BARBARA												9,880 11.5	NBC NIGHTLY NEWS	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,260 3.8	3.7*		3.8*										8,590 10.0		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	13 3.7	13 *	3.7	13 *	4.0									21 9.9	10.0	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	9,620 11.2	GENERAL HOSPITAL												11,280 13.1	ABC WORLD NEWS TONIGHT	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	7,560 8.8	8.6*		9.0*										9,450 11.0		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	28 8.3	28 *	9.2	28 *	8.9									21 11.0	11.0	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	7,130 8.3	GUIDING LIGHT (80)												2,230 2.6	13,230 15.4	CBS EVENING NEWS- RATHER
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,670 6.6	6.4*		6.8*		1,800 2.1								11,170 13.0		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	21 6.3	21 *	6.8	21 *	6.7	7	2.0	2.1						24 13.1	12.9	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	4,380 5.1	SANTA BARBARA												(S) (CP)	11,170 13.0	NBC NIGHTLY NEWS
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,260 3.8	3.7*		3.9*										9,620 11.2		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	12 3.7	12 *	3.8	12 *	4.0									21 11.1	11.4	
TV HOUSEHOLDS USING TV		WK. 1	28.0	29.2	30.1	31.1	30.2	31.5	33.0	34.5	36.1	37.9	39.0	40.9	43.8	45.9	47.0	48.1
(See Def. 1)		WK. 2	29.5	30.9	31.9	32.8	32.1	33.0	34.2	36.8	38.5	40.4	42.3	44.4	47.7	49.8	51.9	53.7

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. SEPT. 23-27, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT. 21, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{				3,950 4.6		5,330 6.2		5,500 6.4		5,500 6.4		4,550 5.3		3,690 4.3	
	ABC TV	{				BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		EWOKS		DROIDS: ADVENTURES		SUPERPOWERS TEAM (60)		13 GHOSTS OF SCOOBY-DOO	
	AVERAGE AUDIENCE (Households (000) & %)	{				3,090 3.6		4,210 4.9		4,380 5.1		4,470 5.2		3,690 4.3		2,920 3.4	
	SHARE OF AUDIENCE %	{				23		24		20		19		16		12	
W E K 2	AVG. AUD. BY ¼ HR.	{				3.0	4.1	4.8	5.1	5.0	5.2	4.8	5.5	4.4	4.3	3.3	3.8
	TOTAL AUDIENCE (Households (000) & %)	{				3,440 4.0		4,380 5.1		6,440 7.5				6,790 7.9			
	CBS TV	{				BERENSTAIN BEARS (60-60)		WUZZLES (60-60)		MUPPET BABIES & MONSTERS				ROCK N WRESTLING			
	AVERAGE AUDIENCE (Households (000) & %)	{				2,750 3.2		3,520 4.1		4,120 4.8	5.4*			4,470 5.2	4.6*		5.7*
W E K 3	SHARE OF AUDIENCE %	{				20		20		18	21 *			19	17 *		21 *
	AVG. AUD. BY ¼ HR.	{				2.8	3.6	3.7	4.4	5.3	5.6	4.6	3.7	4.5	4.7	5.7	5.7
	TOTAL AUDIENCE (Households (000) & %)	{				3,440 4.0		4,900 5.7		7,390 8.6		9,620 11.2		9,530 11.1		8,160 9.5	
	NBC TV	{				SNORKS (60)		GUMMI BEARS (60)		SMURFS I		SMURFS II		SMURFS III (60)		IT'S PUNKY BREWSTER	
W E K 4	AVERAGE AUDIENCE (Households (000) & %)	{				2,750 3.2		3,870 4.5		5,670 6.8		7,990 9.3		8,160 9.5		6,700 7.8	
	SHARE OF AUDIENCE %	{				20		22		25		34		35		28	
	AVG. AUD. BY ¼ HR.	{				2.6	3.7	4.3	4.7	6.0	7.2	8.9	9.7	9.6	9.4	7.9	7.7
	TOTAL AUDIENCE (Households (000) & %)	{				2,580 3.0		4,550 5.3		5,760 6.7		7,500 6.4		9,500 6.4		4,810 5.6	
W E K 5	ABC TV	{				BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		EWOKS		DROIDS: ADVENTURES		SUPERPOWERS TEAM (60)		13 GHOSTS OF SCOOBY-DOO	
	AVERAGE AUDIENCE (Households (000) & %)	{				2,060 2.4		3,520 4.1		4,640 5.4		4,380 5.1		4,550 5.3		4,210 4.9	
	SHARE OF AUDIENCE %	{				18		20		21		18		19		18	
	AVG. AUD. BY ¼ HR.	{				2.1	2.7	3.5	4.6	5.4	5.5	5.1	5.1	5.2	5.3	4.7	5.2
W E K 6	TOTAL AUDIENCE (Households (000) & %)	{				4,120 4.8		4,980 5.8		6,790 7.9				7,040 8.2			
	CBS TV	{				BERENSTAIN BEARS (60)		WUZZLES (60)		MUPPET BABIES & MONSTERS				ROCK N WRESTLING			
	AVERAGE AUDIENCE (Households (000) & %)	{				2,920 3.4		4,120 4.8		4,380 5.1	5.4*			4,380 5.1	4.6*		5.6*
	SHARE OF AUDIENCE %	{				23		23		19	21 *			18	18 *		20 *
W E K 7	AVG. AUD. BY ¼ HR.	{				3.0	3.8	4.6	4.9	5.1	5.7	5.0	4.5	4.3	4.9	6.0	5.3
	TOTAL AUDIENCE (Households (000) & %)	{				3,350 3.9		4,980 5.8		7,220 8.4		9,190 10.7		8,160 9.5		6,960 8.1	
	NBC TV	{				SNORKS (60)		GUMMI BEARS (60)		SMURFS I		SMURFS II		SMURFS III (60)		IT'S PUNKY BREWSTER	
	AVERAGE AUDIENCE (Households (000) & %)	{				2,490 2.9		4,120 4.8		6,100 7.1		7,470 8.7		7,130 8.3		5,760 6.7	
W E K 8	SHARE OF AUDIENCE %	{				20		23		28		32		30		24	
	AVG. AUD. BY ¼ HR.	{				2.5	3.4	4.3	5.2	6.6	7.5	8.7	8.7	6.7	7.9	6.5	6.8
	TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	7.6	9.5	11.0	13.7	16.8	19.9	21.2	23.1	25.7	27.3	27.8	28.0	27.4	27.7	27.6
		WK. 2	6.1	7.5	9.4	12.3	15.1	17.9	21.0	23.0	25.0	27.1	27.7	27.9	28.1	27.7	27.5

U.S. TV Households: 85,900,000

For explanation of symbols, See page A

DAY SAT. SEPT. 28, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT. 21, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,780 4.4		{ 3,950 4.6		{ 4,120 4.8		{ 4,210 4.9											
	ABC TV	SCOOBY'S MYSTERY FURNHOUSE (SD)		LITTLES		ABC WEEKEND SPECIALS THE RETURN OF BUNJEE, PT. 1		AMERICAN BANDSTAND											
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,180 3.7		{ 3,440 4.0		{ 3,260 3.8		{ 2,230 2.6		{ 2.7*		{ 2.4*							
	SHARE OF AUDIENCE %	{ 13		{ 14		{ 13		{ 8		{ 9*		{ 8*							
	AVG. AUD. BY 1/4 HR. %	{ 3.5 3.8		{ 3.9 4.1		{ 3.7 3.8		{ 2.7 2.8		{ 2.5		{ 2.4							
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,840 8.8		{ 4,980 5.8		{ 4,300 5.0		{ 3,520 4.1		{ 4,120 4.8		{ 2,920 3.4							
	CBS TV	CBS STORYBREAK		DUNGEONS AND DRAGONS (SD)		LAND OF THE LOST (SD)		CHARLIE BROWNS/SNOOPY SHOW (SD)		GET ALONG GANG (SD)		POLE POSITION							
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,810 5.6		{ 4,210 4.9		{ 3,440 4.0		{ 2,830 3.3		{ 3,180 3.7		{ 2,410 2.8							
	SHARE OF AUDIENCE %	{ 20		{ 18		{ 13		{ 11		{ 12		{ 9							
	AVG. AUD. BY 1/4 HR. %	{ 5.3 5.8		{ 4.9 4.8		{ 4.0 4.1		{ 3.4 3.2		{ 3.5 3.8		{ 2.6 3.0							
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{ 6,790 7.9		{ 5,930 6.9		{ 3,690 4.3		{ 2,660 3.1		{ 4,300 5.0		{ 13,660 15.9							
	NBC TV	ALVIN AND THE CHIPMUNKS (SD)		KIDD VIDEO (SD)		MR. T		SPIDERMAN AND FRIENDS		(1) (-OP)		NBC MAJOR LEAGUE BASEBALL PITTSBURGH VS N.Y. METS MONTREAL VS ST. LOUIS MULTI-SEGMENT TELECAST(OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,930 6.9		{ 4,900 5.7		{ 3,010 3.5		{ 2,230 2.6		{ 3,950 4.6		{ 5,150 6.0		{ 5.4*		{ 5.7*		{ 6.5*	
	SHARE OF AUDIENCE %	{ 25		{ 21		{ 14		{ 9		{ 15		{ 19		{ 17*		{ 18*		{ 20*	
	AVG. AUD. BY 1/4 HR. %	{ 6.9 6.8		{ 5.8 5.6		{ 3.4 3.7		{ 2.6 2.7		{ 4.6 4.4		{ 5.2		{ 5.6		{ 5.4		{ 6.0	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{ 5,330 6.2		{ 4,300 5.0		{ 4,300 5.0		{ 3,780 4.4		{ 5,840 6.8									
	ABC TV	SCOOBY'S MYSTERY FURNHOUSE (SD)		LITTLES		ABC WEEKEND SPECIALS THE RETURN OF BUNJEE, PT. 2		AMERICAN BANDSTAND										ABC WIDE WORLD SPORTS SP	
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,300 5.0		{ 3,520 4.1		{ 3,350 3.9		{ 1,720 2.0		{ 2.0*		{ 1.9*		{ 2,750 3.2		{ 2.9*		{ 3.9*	
	SHARE OF AUDIENCE %	{ 18		{ 15		{ 15		{ 7		{ 7*		{ 7*		{ 11		{ 10*		{ 13*	
	AVG. AUD. BY 1/4 HR. %	{ 5.3 4.6		{ 4.0 4.2		{ 3.8 4.0		{ 2.2 1.8		{ 1.8 2.1		{ 2.6 3.1		{ 3.7		{ 4.0		{ 3.2	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{ 4,120 5.0		{ 4,210 4.9		{ 3,090 3.6		{ 3,690 4.3		{ 4,120 4.8		{ 3,090 3.6							
	CBS TV	CBS STORYBREAK		DUNGEONS AND DRAGONS (SD)		LAND OF THE LOST (SD)		CHARLIE BROWNS/SNOOPY SHOW (SD)		GET ALONG GANG (SD)		POLE POSITION							
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,350 3.9		{ 3,520 4.1		{ 2,410 2.8		{ 3,010 3.5		{ 3,520 4.1		{ 2,230 2.6							
	SHARE OF AUDIENCE %	{ 14		{ 15		{ 10		{ 12		{ 14		{ 9							
	AVG. AUD. BY 1/4 HR. %	{ 3.9 3.9		{ 4.1 4.2		{ 2.7 2.9		{ 3.3 3.6		{ 3.9 4.3		{ 2.6 2.6							
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{ 7,900 9.2		{ 6,360 7.4		{ 4,550 5.3		{ 4,120 4.8											
	NBC TV	ALVIN AND THE CHIPMUNKS (SD)		KIDD VIDEO (SD)		MR. T													
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,790 7.9		{ 5,240 6.1		{ 3,780 4.4		{ 3,260 3.8											
	SHARE OF AUDIENCE %	{ 28		{ 22		{ 16		{ 13											
	AVG. AUD. BY 1/4 HR. %	{ 7.8 8.0		{ 6.4 5.7		{ 4.3 4.6		{ 3.5 4.0											
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	27.9	28.1	27.8	28.6	29.3	29.9	30.1	30.0	29.6	30.2	31.0	30.8	30.9	31.8	31.1	31.5	
		WK. 2	27.7	27.9	27.3	27.2	26.2	27.2	27.9	29.2	29.7	29.8	29.5	28.6	27.6	27.2	27.5	28.7	

U.S. TV Households: 85,900,000
(1) NBC MAJOR LEAGUE PRE GAME, NBC, (1:00-1:17PM)

For explanation of symbols, See page A.

DAY SAT. SEPT. 28, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT. 21, 1985

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E I	TOTAL AUDIENCE (Households (000) & %)	{	2,920 3.4	14,690 17.1													5,330 6.2
	ABC TV		(1) (-OP)														
	AVERAGE AUDIENCE (Households (000) & %)	{	2,150 2.5	5,150 6.0													4,120 4.8
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	8 2.5	17 4.8		5.5* 5.7	17* 5.7	5.9* 6.0	18* 6.3	5.8* 5.2	18* 5.8	6.2* 6.5	6.7* 7.0	6.2* 6.6	16* 5.9	12 4.7	5.0
W E E I	TOTAL AUDIENCE (Households (000) & %)	{			16,490 19.2												
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{			4,810 5.6												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			16 4.1	12* 3.9	13* 4.1	16* 4.2	15* 5.3	5.2* 5.6	6.0* 5.4	17* 4.9	18* 5.9	7.0* 6.1	18* 6.4	17* 7.6	6.1
W E E I	TOTAL AUDIENCE (Households (000) & %)	{															11,940 13.9
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															10,310 12.0
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%															11.7 12.3
W E E I	TOTAL AUDIENCE (Households (000) & %)	{	2,830 3.3	15,200 17.7													
	ABC TV		(1) (-OP)														
	AVERAGE AUDIENCE (Households (000) & %)	{	2,490 2.9	5,580 6.5													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	10 2.9	18 3.8		5.8* 6.1	18* 6.3	6.5* 6.8	20* 7.0	6.8* 6.6	6.5* 6.3	6.8* 6.8	6.8* 6.6	7.2* 7.4	18* 7.1	15* 6.6	6.1
W E E I	TOTAL AUDIENCE (Households (000) & %)	{			16,410 19.1												
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{			4,900 5.7												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			16 4.3	14* 4.5	14* 4.9	14* 4.8	14* 4.5	5.3* 5.0	5.7* 5.2	16* 5.3	16* 5.5	6.3* 5.9	16* 5.9	17* 6.6	7.8
W E E I	TOTAL AUDIENCE (Households (000) & %)	{	3,950 4.6	11,680 13.6													
	NBC TV		(2) (-OP)														
	AVERAGE AUDIENCE (Households (000) & %)	{	3,610 4.2	3,950 4.6													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	15 4.2	14 4.5		4.5* 4.7	14* 4.3	14* 4.5	13* 4.8	4.4* 4.5	4.3* 4.4	4.7* 4.2	4.7* 4.5	9.9 4.8	22 4.8	22 4.8	10.4
TV HOUSEHOLDS USING TV		WK 1	31.9	32.9	33.6	34.5	33.9	34.0	33.4	33.8	35.3	36.2	37.5	38.9	41.1	42.5	43.6
(See Def. 1)		WK 2	29.7	31.5	32.1	33.4	34.3	34.5	34.4	34.9	36.5	37.0	37.6	39.4	42.5	44.1	45.2

U.S. TV Households: 85,900,000

(1) CFA COLLEGE FOOTBALL-PRE, ABC, (3:00-3:23PM)

(2) NBC MAJOR LEAGUE PRE GAME, NBC, MULTI-SEGMENT TEL

For explanation of symbols, See page A

DAY SAT. SEPT. 28, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT. 22, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
TV HOUSEHOLDS USING TV WK. 1		4.9	6.4	7.3	9.6	12.9	15.1	17.6	19.9	21.1	23.0	22.8	23.9	24.6	26.1	27.2	27.8
(See Def. 1) WK. 2		5.9	6.9	8.1	9.8	12.7	15.4	17.3	18.7	21.3	24.1	26.1	26.1	27.0	28.0	27.8	28.4

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SUN. SEPT. 29, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT. 22, 1985

NATIONAL TV AUDIENCE																		
TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	4,810 5.6 ← THIS WEEK-DAVID BRINKLEY →				1,120 1.3 SPORTSBEAT				8,700 7.8 ← ABC SUNDAY AFTERNOON BSBL — PITTSBURGH VS N.Y. METS MONTREAL VS ST. LOUIS MULTI-SEGMENT TELECAST								
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	3,090				800								2,060				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	3.6 10 3.7	3.6* 11* 3.6			3.6* 10* 3.8								2.4 6 2.2	2.3* 6* 2.4		2.1* 5* 2.0	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					6,960 8.1 CBS NFL TODAY	23,280 27.1 ← CBS NFL FOOTBALL GAME 1 — VARIOUS TEAMS AND TIMES — MULTI-SEGMENT TELECAST											
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	5,070				9,790												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	5.9 19 5.5	9.4* 27* 6.2			11.4 29 8.8	11.3* 30* 11.5	12.4* 31* 12.3	10.7* 27* 10.8									
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	2,320 2.7 MEET THE PRESS				6,530 7.6 NFL '85-NBC	24,910 29.0 ← NFL FOOTBALL GAME 1-NBC — VARIOUS TEAMS AND TIMES — MULTI-SEGMENT TELECAST											
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	1,630				4,550												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	1.9 7 2.1	5.3 17 4.9	1.7 4.9	5.7	11,600 13.5 9.3	10.4* 34 11.2	13.0* 34* 13.2	13.3* 33* 12.8	14.3* 36* 13.7								
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	4,900 5.7 ← THIS WEEK-DAVID BRINKLEY →								8,150 8.0 ← ABC SUNDAY AFTERNOON BSBL — KANSAS CITY VS MINNESOTA (2:00-5:00PM)								
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	3,090												1,800				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	3.6 10 3.1	3.1* 9* 3.1			4.1* 11* 4.2								2.1 5 1.7	1.6* 4* 1.4		2.0* 5* 2.0	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					8,420 9.8 CBS NFL TODAY	27,830 32.4 ← CBS NFL FOOTBALL GAME 1 — VARIOUS TEAMS AND TIMES — MULTI-SEGMENT TELECAST											
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	6,180				14,770												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	7.2 22 6.3	14.1* 43 8.0			17.2 43 13.1	16.7* 43* 15.1	17.6* 45* 16.2	17.1* 43* 16.3									
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	2,410 2.8 MEET THE PRESS				5,150 6.0 NFL '85-NBC	15,890 18.5 ← NFL FOOTBALL GAME 1-NBC — L.A. RAIDERS VS NEW ENGLAND SEATTLE VS KANSAS MULTI-SEGMENT TELECAST											
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	1,720				3,870												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	2.0 7 2.0	4.5 14 2.0	4.9		6,180 7.2 5.3	5.7* 16* 6.2	6.6* 17* 6.6	6.9* 18* 7.0	6.9* 18* 6.7								
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	29.0	29.4	30.6	31.1	31.5	31.5	33.1	33.7	34.9	36.4	38.1	39.1	40.9	41.6	40.6	40.9
		WK. 2	29.0	29.6	30.7	31.3	31.9	32.7	33.7	36.1	37.1	38.5	38.8	40.0	39.1	39.5	39.6	40.3

U.S. TV Households: 85,900,000

For explanation of symbols, See page A

DAY SUN. SEPT. 29, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT. 22, 1985

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W E E K 1	ABC TV TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																7,130 8.3 ABC WRLD NEWS TONIGHT-SUN 5,930 6.9 14 6.5 7.3
	ABC SUNDAY AFTERNOON BSBL PITTSBURGH VS N.Y. METS MONTREAL VS ST. LOUIS MULTI-SEGMENT TELECAST																
		2.2*		2.4*		2.6*		2.6*									
		5 *		6 *		6 *		6 *		<<	<<						
W E E K 2	CBS TV TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																22,760 26.5 CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST (-OP) CBS NFL FOOTBALL GAME 2 SAN FRANCISCO VS L.A. RAIDERS (4:22-7:17PM) (OP)
		12.0*		12.7*		12.5		11.5*		13.0*		12.8*		12.8*		12.3*	
		29 *		30 *		27		27 *		29 *		28 *		26 *		24 *	
		11.8	12.1	12.7	12.5	7.8	10.7	11.0	12.0	12.7	13.3	12.5	13.2	13.0	12.5	12.3	12.4
W E E K 2	NBC TV TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																4,300 5.0 NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST (-OP) (1) (OP)
		14.9*		14.8*		4.8											
		36 *		35 *		11											
		15.0	15.0	15.0	13.8	4.9	4.2										5,150 6.0 12 5.8 8.2
W E E K 2	ABC TV TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																5,500 6.4 ABC WRLD NEWS TONIGHT-SUN 4,640 5.4 11 5.3 5.6
	ABC SUNDAY AFTERNOON BSBL KANSAS CITY VS MINNESOTA (2:00-5:00PM)																
		2.0*		2.0*		2.3*		2.6*									
		5 *		5 *		5 *		6 *									
W E E K 2	CBS TV TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																9,360 10.9 CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST (-OP) CBS NFL FOOTBALL POST MULTI-SEGMENT TELECAST (OP)
		18.4*		18.9*		16.4*		8.8									
		44 *		44 *		38 *		21									
		18.5	18.3	18.5	19.7	17.0	9.7	7.0	<<								7,820 9.1 CBS EVENING NEWS-SUNDAY 6,360 7.4 15 7.2 7.7
W E E K 2	NBC TV TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																24,400 28.4 NFL FOOTBALL GAME 1-NBC L.A. RAIDERS VS NEW ENGLAND SEATTLE VS KANSAS MULTI-SEGMENT TELECAST (-OP) NFL FOOTBALL GAME 2-NBC VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST (OP)
		8.0*		8.3*		15.2		13.2*		15.8*		15.8*		15.8*		15.2*	
		19 *		19 *		33		31 *		37 *		36 *		33 *		31 *	
		7.8	8.2	8.1	8.6	8.1	11.1	12.3	14.1	15.5	16.0	15.9	15.6	15.8	15.7	15.1	15.2

TV HOUSEHOLDS USING TV	WK. 1	41.8	42.6	43.6	44.0	44.0	43.2	42.8	43.1	44.1	45.5	45.8	46.7	48.5	50.4	51.6	52.2
(See Def. 1)	WK. 2	41.3	42.1	42.9	43.1	43.7	42.9	43.2	43.1	43.1	44.1	44.1	44.8	47.5	48.9	49.9	51.9

U.S. TV Households: 85,900,000

(1) NFL FOOTBALL POST-NBC, NBC, (4:05-4:20PM)

For explanation of symbols, See page A.

DAY SUN. SEPT. 29, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																			
ABC ABC NEWSBRIEF-MON		8.58- 8.59PM	8.45	8,500	9.9	8,500	9.9	16	9.9			10,910	12.7	10,910	12.7	19	12.7		
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-12.11AM	9.00	30,410	35.4	15,550	18.1	31	<<			30,320	35.3	15,290	17.8	29	<<		
	2	9.00-12.09AM	9.00																
		11.00							16.1								17.1		
		11.15					15.7*	30*	15.3						16.8*	31*	16.5		
		11.30							16.6								17.7		
		11.45					16.1*	35*	15.6						17.6*	38*	17.6		
		12.00					15.1*	37*	15.1						15.6*	40*	15.6		
ABC ABC BUSINESS BRIEF-MON	1	10.48-10.49PM	10.45	14,430	16.8	14,430	16.8	29	16.8										
CBS AMERICAN PORTRAIT SUS(SUS)	1	8.58- 8.59PM	8.45																
EVENING TUESDAY																			
ABC ABC NEWSBRIEF-TUE	2	9.58- 9.59PM	9.45									11,770	13.7	11,770	13.7	21	13.7		
	1	10.03-10.04PM	10.00	13,830	16.1	13,830	16.1	27	16.1										
CBS CBS TUESDAY NIGHT MOVIES	1	8.39-10.39PM	+GRID	18,810	21.9	9,020	10.5	17											
		10.30					12.1*	21*	12.1										
CBS WEST 57TH	1	10.39-11.39PM	+GRID	15,380	17.9	8,590	10.0	21											
		11.00							10.6										
		11.15					10.2*	22*	9.8										
		11.30					9.7*	25*	9.7										
NBC REMINGTON STEELE																			
	1	10.30-11.30PM	+GRID	17,270	20.1	12,200	14.2	28											
		11.00							15.2										
		11.15					14.7*	32*	14.3										
EVENING WEDNESDAY																			
ABC ABC BUSINESS BRIEF-WED	2	8.58- 8.59PM	8.45									16,660	19.4	16,660	19.4	30	19.4		
ABC ABC NEWSBRIEF-WED	2	9.58- 9.59PM	9.45									19,330	22.5	19,330	22.5	33	22.5		
CBS AMERICAN PORTRAIT SUS(SUS)	2	8.58- 8.59PM	8.45																
CBS AMERICAN PORTRAIT-SUS(SUS)	1	8.58- 8.59PM	8.45																
EVENING THURSDAY																			
ABC ABC NFL FTBL SPECIAL-THU(S)	1	8.00-11.17PM	8.00	27,320	31.8	13,140	15.3	26	<<										
		11.00							16.6										
		11.15					16.5*	30*	15.7										
ABC ABC NEWSBRIEF-THU	1	9.42- 9.43PM	9.30	11,340	13.2	11,340	13.2	21	13.2			8,930	10.4	8,930	10.4	16	10.4		
	2	9.58- 9.59PM	9.45																
EVENING FRIDAY																			
ABC ABC BUSINESS BRIEF-FRI	1	8.13- 8.14PM	8.00	10,570	12.3	10,570	12.3	23	12.3			8,680	10.1	8,680	10.1	17	10.1		
	2	8.40- 8.41PM	8.30																
ABC ABC NEWSBRIEF-FRI	1	9.43- 9.44PM	9.30	10,910	12.7	10,910	12.7	21	12.7			5,930	6.9	5,930	6.9	11	6.9		
	2	9.58- 9.59PM	9.45																
CBS AMERICAN PORTRAIT-SUS.(SUS)		8.58- 8.59PM	8.45																
EVENING SATURDAY																			
ABC ABC SPORTS UPDATE-SAT	1	8.59- 9.00PM	8.45	10,480	12.2	10,480	12.2	22	12.2			7,820	9.1	7,220	8.4	14	8.4		
	2	8.57- 8.59PM	8.45																

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OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING SATURDAY-CONT'D																			
ABC ABC NEWSBRIEF-SAT.	2	9.58- 9.59PM	9.45																
	1	10.00-10.01PM	10.00	11,250	13.1	11,250	13.1	23	13.1		9,880	11.5	9,880	11.5	19	11.5			
CBS SPORTSBREAK-SAT		8.58- 8.59PM	8.45	6,790	7.9	6,790	7.9	14	7.9		10,390	12.1	10,390	12.1	21	12.1			
CBS NEWSBREAK-SAT.	1	9.53- 9.54PM	9.45	5,150	6.0	5,150	6.0	11	6.0		10,820	12.6	10,820	12.6	21	12.6			
	2	9.58- 9.59PM	9.45								11,940	13.9	11,940	13.9	24	13.9			
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	12,970	15.1	12,970	15.1	27	15.1		9,960	11.6	9,960	11.6	20	11.6			
NBC NBC NEWS DIGEST-2-SAT.	2	9.58- 9.59PM	9.45																
EVENING SUNDAY																			
ABC ABC SPORTS UPDATE-SUN	2	8.29- 8.30PM	8.15								8,420	9.8	8,420	9.8	15	9.8			
	1	9.09- 9.10PM	9.00	15,290	17.8	15,290	17.8	26	17.8		12,800	14.9	12,800	14.9	22	14.9			
ABC ABC NEWSBRIEF-SUN.	2	9.57- 9.58PM	9.45																
	1	10.11-10.13PM	10.00	15,030	17.5	14,690	17.1	26	17.1										
CBS CBS NFL FOOTBALL GAME 2	1	4.22- 7.17PM	-GRID 7.15	22,760	26.5	10,740	12.5	27											
							13.5*	26*	13.1										
CBS 60 MINUTES	1	7.17- 8.17PM	-GRID 8.15	24,570	28.6	16,660	19.4	33											
							20.5*	33*	17.5										
CBS MURDER, SHE WROTE	1	8.17- 9.17PM	-GRID 9.15	15,550	18.1	11,170	13.0	20											
							13.8*	20*	12.2										
CBS SPORTSBREAK-SUN	2	8.58- 8.59PM	8.45								21,050	24.5	21,050	24.5	36	24.5			
CBS CRAZY LIKE A FOX	1	9.17-10.17PM	-GRID 10.15	12,970	15.1	9,280	10.8	16											
							11.3*	17*	10.4										
CBS SPORTSBREAK-SUN	1	9.15- 9.16PM	9.15	9,620	11.2	9,620	11.2	18	11.2		18,380	21.4	18,380	21.4	31	21.4			
CBS NEWSBREAK-SUN.	2	9.56- 9.57PM	9.45																
	1	10.15-10.16PM	10.15	8,160	9.5	8,160	9.5	15	9.5										
CBS TRAPPER JOHN, M.D.	1	10.17-11.17PM	-GRID 11.15	12,890	15.0	9,280	10.8	19											
							11.3*	22*	10.0										
NBC NFL FOOTBALL GAME 2-NBC	2	4.27- 7.18PM	-GRID 7.15								24,400	28.4	13,060	15.2	33				
														16.2*	31*	16.0			
NBC NBC NEWS DIGEST-SUN	1	8.59- 9.00PM	8.45	7,730	9.0	7,730	9.0	13	9.0		11,000	12.8	11,000	12.8	19	12.8			
	2	8.58- 8.59PM	8.45																
NBC NBC NEWS DIGEST-2-SUN.	1	9.50- 9.51PM	9.45	9,710	11.3	9,710	11.3	17	11.3										
EVENING MONDAY-FRIDAY																			
ABC ABC NEWS:NIGHTLINE			11.30	6,270	7.3	5,150	6.0	16	6.5	TUWF	7,220	8.4	5,840	6.8	19	7.3	TU-F		
			11.45				6.0*	16*	5.5	TUWF				6.7*	18*	6.1	TU-F		
			12.00				6.2*	18*	5.0	TU & F				8.1*	26*	6.3	W&TH		
ABC ABC NEWS:NIGHTLINE THU(B)	1	12.02 12.33AM	12.00	6,360	7.4	5,240	6.1	22	6.4	THU.									
			12.15						6.0	THU.									
			12.30						5.2	THU.									
ABC ABC NEWS:NIGHTLINE WED(B)	1	12.00 1.00AM	12.00	4,210	4.9	2,830	3.3	14	4.3	WED.									
			12.15				3.8*	14*	3.4	WED.									
			12.30						3.0	WED.									
			12.45				2.7*	14*	2.4	WED.									
ABC EYE ON HOLLYWOOD CONT'D			12.00	1,890	2.2	1,460	1.7	8	1.7	TU & F	1,630	1.9	1,370	1.6	7	1.8	TU-F		

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DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY-CONT'D																	
ABC EYE ON HOLLYWOOD-CONT'D			12.15 12.30						1.6 1.5	TU & F TU & F						1.6 1.4	TU-F TU-F
ABC ABC NEWS:NIGHTLINE-MON	1	12.55- 1.25AM	12.45	3,180	3.7	2,830	3.3	17	4.0	MON.	3,780	4.4	3,010	3.5	20	3.9	MON.
	2	12.54- 1.24AM	12.45						2.9	MON.						3.6	MON.
			1.00 1.15						3.4 2.9	MON. MON.						3.0	MON.
CBS AMERICAN PORTRAIT		>	8.45 9.30	10,910	12.7	10,910	12.7	20	13.0 12.4	TU&TH TUE.	11,940	13.9	11,940	13.9	21	13.9	MTUTH
CBS NEWSBREAK-M-F		>	9.45 10.30	9,110	10.6	9,110	10.6	17	10.9 9.1	M-F TUE.	12,030	14.0	12,630	14.7	22	13.9	M-F
CBS CBS LATE NIGHT I	2	>	11.30 11.45 12.00 12.15 12.30 12.45 1.00								6,960	8.1	4,550	5.3 5.7*	18 16*	6.0 5.4 5.5 5.2 5.1 4.0 4.2*	M-F M-TH M-F M-F M-F M-F FRI.
			(SUS)														
CBS LATE MOVIE I	1	>	11.30 11.45	6,180	7.2	3,950	4.6 5.1*	17 15*	5.2 5.0	M-F M-THF							
			12.00 12.15 12.30 12.45 1.00 1.15 (SUS)						4.8 4.5 4.2 3.9 3.1 2.9	M-F M-F M-F M-F TUE. TUE.							
CBS CBS LATE NIGHT II	2	>	12.30 12.45 1.00 1.15 1.30 1.45 (SUS)								3,950	4.6	3,180	3.7 4.0*	21 21*	4.4 3.8 3.5 3.2 3.5 3.1	M-F M-TH M-F M-F FRI. FRI.
CBS LATE MOVIE II	1	>	12.30 12.45 1.00 1.15 1.30 1.45 2.00 (SUS)	3,520	4.1	2,490	2.9 3.8*	18 19*	3.8 3.9 3.0 2.7 2.1 1.8 1.8	M-F M-THF M-F M-F TU-TH TU-TH TUE.							
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00 2.15	940	1.1	770	.9	10	.9 .8	MWTHSU MWTHSU	1,460	1.7	1,290	1.5	16	1.6 1.4	M-THSU M-THSU
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	2.30 2.45	1,030	1.2	940	1.1	16	1.2 1.1	M-THSU M-THSU	1,460	1.7	1,290	1.5	20	1.5 1.4	M-THSU M-THSU
CBS CBS NEWS NIGHTWATCH-3 CONT'D		3.00- 6.00AM	3.00	1,630	1.9	940	1.1	24	1.3	M-THSU	1,890	2.2	1,030	1.2	24	1.5	M-THSU

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DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
CBS CBS NEWS NIGHTWATCH-3-CONT'D			3.15					1.3*	22*	1.3	M-THSU					1.4*	22*	1.4	M-THSU
			3.30							1.3	M-THSU							1.3	M-THSU
			3.45					1.3*	25*	1.3	M-THSU					1.3*	24*	1.2	M-THSU
			4.00							1.2	M-THSU							1.3	M-THSU
			4.15					1.2*	27*	1.1	M-THSU					1.3*	27*	1.3	M-THSU
			4.30							1.1	M-THSU							1.2	M-THSU
			4.45					1.1*	27*	1.0	M-THSU					1.2*	28*	1.2	M-THSU
			5.00							.9	M-THSU							1.2	M-THSU
			5.15					.8*	20*	.7	M-THSU					1.2*	28*	1.1	M-THSU
			5.30							.8	M-THSU							1.1	M-THSU
			5.45					.8*	19*	.8	M-THSU					1.0*	22*	1.0	M-THSU
NBC NBC NEWS DIGEST-M-F		>	8.45	10,820	12.6	10,820	12.6	20	12.1	M-F	12,280	14.3	12,280	14.3	22	14.2	M-F	14.8	TUE.
			9.00																
			9.15							14.7	TUE.								
NBC NBC NEWS DIGEST-2-M-F	1	>	9.45	10,310	12.0	10,310	12.0	19	12.0	MWF	11,600	13.5	11,600	13.5	20	13.5	TU&TH		
	2	9.58- 9.59PM	9.45																
NBC TONIGHT SHOW		>	11.30	9,280	10.8	5,840	6.8	22	8.2	M-F	10,220	11.9	6,270	7.3	22	8.8	M-F		
			11.45				7.8*	21*	7.5	MWTHF				8.3*	22*	7.8	M-F		
			12.00						6.7	M-F						7.0	M-F		
			12.15				6.2*	21*	5.7	M-F				6.2*	22*	5.6	M-F		
			12.30						6.3	TUE.									
			12.45				5.9*	28*	5.5	TUE.									
NBC DAVID LETTERMAN I		>	12.30	3,520	4.1	3,010	3.5	18	3.8	M-TH	3,690	4.3	3,090	3.6	18	3.8	M-TH		
			12.45						3.2	MWTH						3.3	M-TH		
			1.00						3.8	TUE.									
			1.15						3.0	TUE.									
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	4,470	5.2	2,230	2.6	13	3.7	FRI.	4,900	5.7	2,490	2.9	15	4.3	FRI.		
			12.45				3.3*	13*	3.0	FRI.				3.8*	16*	3.3	FRI.		
			1.00						2.6	FRI.						3.1	FRI.		
			1.15				2.5*	13*	2.4	FRI.				2.8*	14*	2.5	FRI.		
			1.30						2.3	FRI.						2.3	FRI.		
			1.45				2.1*	14*	1.8	FRI.				2.1*	14*	2.0	FRI.		
NBC DAVID LETTERMAN II		>	1.00	2,580	3.0	2,150	2.5	17	2.8	M-TH	2,660	3.1	2,150	2.5	16	2.8	M-TH		
			1.15						2.3	MWTH						2.3	M-TH		
			1.30						2.6	TUE.									
			1.45						2.1	TUE.									
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,720	2.0	1,460	1.7	21	1.7	M-F	1,800	2.1	1,720	2.0	22	2.0	M-F		
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,150	2.5	2,060	2.4	20	2.4	M-F	2,230	2.6	2,150	2.5	18	2.5	M-F		
ABC GOOD MORN AMER THU-730(B)	1	7.30- 7.49AM	7.30	3,610	4.2	3,260	3.8	19	3.8	THU.									
			7.45						3.8	THU.									
ABC ABC NEWS CONFERENCE(SUS)	1	10.00-10.49AM	10.00																
ABC ALL STAR BLITZ-FRI(B)	2	11.30-12.00NN	11.30								2,580	3.0	1,980	2.3	8	2.3	FRI.		
			11.45													2.3	FRI.		
ABC ABC DAYTIME NEWSBRIEF-M-F		2.58- 2.59PM	2.45	6,100	7.1	6,100	7.1	27	7.1	M-F	6,360	7.4	6,360	7.4	26	7.4	M-F		
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,550	1.8	1,200	1.4	15	1.3	M-F	1,890	2.2	1,460	1.7	17	1.6	M-F		
CONT'D																			

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OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
CBS CBS EARLY MORNING NEWS-CONT'D			6.45						1.5	M-F							1.8	M-F	
CBS CBS NEWS SP RPT-THURSDAY(SUS)	1	10.00-10.30AM	10.00							THU.									
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,240	6.1	5,070	5.9	27	5.9	M-F		5,410	6.3	5,240	6.1	25	6.1	M-F	
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,070	5.9	4,900	5.7	19	5.7	M-F		5,150	6.0	4,810	5.6	18	5.6	M-F	
NBC NBC NEWS AT SUNRISE	2	>	6.00									2,750	3.2	1,800	2.1	17	1.5	M-F	
			6.15														2.5	FRI.	
	1	6.30- 7.00AM	6.30	2,490	2.9	1,720	2.0	18	1.6	M-F							1.7	M-TH	
			6.45						2.4	M-F							2.6	M-TH	
NBC NBC NEWS SPL RPT-10:00AM(SUS)	1	10.00-10.51AM	10.00							THU.									
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,690	4.3	3,690	4.3	16	4.3	MWF		3,950	4.6	3,950	4.6	16	4.6	MWF	
NBC MAIN STREET(S)	2	4.00- 5.00PM	4.00									5,580	6.5	3,180	3.7	11	4.1	TUE.	
			4.15														3.8*	12*	
			4.30														3.5	TUE.	
			4.45														3.4	TUE.	
																	3.6	TUE.	
DAY SATURDAY																			
ABC ABC FUN FIT-10:25AM		10.25-10.29AM	10.15	3,950	4.6	3,180	3.7	13	3.7			4,980	5.8	4,210	4.9	17	4.9		
ABC ABC FUN FIT-11:25AM		11.25-11.29AM	11.15	3,780	4.4	3,180	3.7	13	3.7			4,380	5.1	3,440	4.0	14	4.0		
ABC CFA COLLEGE FOOTBALL-PRE		3.00- 3.23PM	-GRID 3.15	2,920	3.4	2,150	2.5	8	2.6			2,830	3.3	2,490	2.9	10	3.0		
ABC CFA COLLEGE FOOTBALL GAME	1	3.23- 6.35PM	-GRID 6.30	14,690	17.1	5,150	6.0	17	4.8										
ABC CFA COLLEGE FOOTBALL POST	2	6.50- 7.00PM	6.45									3,440	4.0	3,440	4.0	9	4.0		
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,120	4.8	3,780	4.4	16	4.4			3,610	4.2	3,010	3.5	13	3.5		
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,690	4.3	3,090	3.6	12	3.6			2,580	3.0	2,230	2.6	9	2.6		
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	2,920	3.4	2,580	3.0	10	3.0			3,610	4.2	3,090	3.6	13	3.6		
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	3,350	3.9	3,350	3.9	13	3.9			3,950	4.6	3,610	4.2	15	4.2		
CBS CBS COLLEGE FOOTBALL PRE	1	3.30- 3.35PM	3.30	4,810	5.6	3,690	4.3	13	4.3			5,410	6.3	4,210	4.9	16	4.8		
	2	3.30- 3.38PM	3.30									3,440	4.0	3,350	3.9	25	3.9		
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	3,520	4.1	3,440	4.0	23	4.0			5,240	6.1	4,980	5.8	27	5.8		
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,720	5.5	4,300	5.0	23	5.0			6,010	7.0	5,930	6.9	24	6.9		
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	7,820	9.1	7,650	8.9	32	8.9			6,960	8.1	6,700	7.8	28	7.8		
NBC ONE TO GROW ON-11:28AM		11.28-11.30AM	11.15	6,270	7.3	5,930	6.9	25	6.9			4,720	5.5	4,640	5.4	20	5.4		
NBC ONE TO GROW ON-11:58AM		11.58-12.00NN	11.45	4,550	5.3	4,300	5.0	18	5.0										
NBC NBC MAJOR LEAGUE PRE GAME	1	1.00- 1.17PM	-GRID 1.15	4,300	5.0	3,950	4.6	15	4.5			3,950	4.6	3,610	4.2	15	4.1		
	2	3.00- 3.18PM	-GRID 3.15																
NBC NBC MAJOR LEAGUE BASEBALL	2	3.18- 6.06PM	-GRID 6.30									11,680	13.6	3,950	4.6	14	<<		

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					WEEK 2				
				TOTAL AUDIENCE		AVERAGE AUDIENCE			TOTAL AUDIENCE		AVERAGE AUDIENCE		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %
DAY SUNDAY													
CBS FOR OUR TIMES(SUS)	2	6.00- 6.30AM	6.00										
CBS CBS NFL FOOTBALL GAME 1	1	1.00- 4.11PM	-GRID	23,280	27.1	9,790	11.4	29					
	2	1.00- 4.14PM	-GRID						27,830	32.4	14,770	17.2	43
		4.15						7.8* 18*					7.7
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 4.08PM	-GRID	24,910	29.0	11,600	13.5	34					
	2	1.00- 4.23PM	-GRID						15,890	18.5	6,180	7.2	18
		4.00						12.8* 29*					8.1* 19*
		4.15						13.2 3.0					5.9